

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 14, 1979

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	36.7	27,340	1	MORK & MINDY	26.8	54,760
2	MORK & MINDY	33.0	24,590	2	LAVERNE AND SHIRLEY	25.9	53,100
3	NFL CHAMPIONSHIP GAME-NBC(S)	32.6	24,290	3	CBS NFL CHAMPIONSHIP GAME(S)	25.1	51,310
4	LAVERNE AND SHIRLEY	31.8	23,690	4	HAPPY DAYS	24.2	49,480
5	60 MINUTES	31.4	23,390	5	THREE'S COMPANY	23.1	47,330
5	THREE'S COMPANY	31.4	23,390	6	WHAT'S HAPPENING	21.6	44,110
7	HAPPY DAYS	30.2	22,500	7	ABC SUNDAY NIGHT MOVIE	21.2	43,310
8	WHAT'S HAPPENING	28.5	21,230	8	FIRST KISS, CHARLIE BROWN(S)	21.0	43,070
9	M*A*S*H	27.6	20,560	9	60 MINUTES	20.9	42,820
10	ALL IN THE FAMILY	27.4	20,410	10	NFL CHAMPIONSHIP GAME-NBC(S)	20.2	41,290
11	ABC SUNDAY NIGHT MOVIE	27.0	20,120	11	CHIPS	19.7	40,400
12	ALICE#	26.8	19,970	12	BATTLESTAR: GALACTICA#	19.4	39,720
13	CBS TUESDAY NIGHT MOVIES	26.0	19,370	13	M*A*S*H	18.5	37,930
14	LITTLE HOUSE-PRAIRIE#	25.5	19,000	14	ALICE#	18.4	37,610
14	NFL CHAMPIONSHIP POST-NBC(S)	25.5	19,000	15	ONE DAY AT A TIME#	18.1	37,010
16	FIRST KISS, CHARLIE BROWN(S)	25.4	18,920	16	ABC FRIDAY NIGHT MOVIE#	17.9	36,640
17	TAXI	25.3	18,850	17	BIG EVENT#	17.9	36,610
18	ONE DAY AT A TIME#	25.2	18,770	18	ALL IN THE FAMILY	17.8	36,330
19	CBS NFL CHAMPIONSHIP PRE(S)	25.0	18,630				
20	BARNEY MILLER	24.6	18,330				

WOMEN (18+)				MEN (18+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	THREE'S COMPANY	25.3	19,770	1	CBS NFL CHAMPIONSHIP GAME(S)	37.5	26,270
2	60 MINUTES	25.1	19,560	2	NFL CHAMPIONSHIP GAME-NBC(S)	33.4	23,410
3	MORK & MINDY	24.9	19,440	3	60 MINUTES	26.5	18,570
4	LAVERNE AND SHIRLEY	24.9	19,430	4	ROSE BOWL GAME(S)	25.9	18,190
5	HAPPY DAYS	23.2	18,070	5	SUGAR BOWL GAME(S)	25.6	17,930
6	ALL IN THE FAMILY	22.7	17,740	6	ABC SUNDAY NIGHT MOVIE	24.1	16,910
7	ALICE#	22.5	17,540	7	NFL CHAMPIONSHIP POST-NBC(S)	23.5	16,480
8	LITTLE HOUSE-PRAIRIE#	21.8	17,010	8	ORANGE BOWL GAME(S)	23.2	16,300
9	M*A*S*H	21.7	16,950	9	CBS NFL CHAMPIONSHIP PRE(S)	22.3	15,610
10	CBS NFL CHAMPIONSHIP GAME(S)	21.5	16,780	10	MORK & MINDY	21.6	15,160
11	CBS TUESDAY NIGHT MOVIES	21.4	16,720	11	M*A*S*H	19.7	13,840
12	ABC SUNDAY NIGHT MOVIE	21.1	16,490	12	LAVERNE AND SHIRLEY	19.5	13,670
13	CHIPS	21.0	16,410	13	CBS TUESDAY NIGHT MOVIES	19.5	13,650
14	ONE DAY AT A TIME#	20.4	15,940	14	THREE'S COMPANY	19.4	13,610
15	TAXI	20.4	15,900	15	ALICE#	19.1	13,390
16	WHAT'S HAPPENING	20.3	15,860	15	NBC SATURDAY NIGHT MOVIES(S)	19.1	13,390
				17	HAPPY DAYS	19.1	13,380
				17	ONE DAY AT A TIME#	19.1	13,380
				19	ALL IN THE FAMILY	19.1	13,360
				20	BATTLESTAR: GALACTICA#	18.4	12,890
				21	BEST-SAT. NITE LIVE PT. I(S)	17.9	12,530
				22	WHAT'S HAPPENING	17.7	12,440
				23	ABC WIDE WORLD-SPORTS-SUN#	17.7	12,410
				24	ABC FRIDAY NIGHT MOVIE#	17.4	12,190

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NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	30.3	14,670
2	LAVERNE AND SHIRLEY	28.4	13,740
3	THREE'S COMPANY	28.3	13,710
4	ABC SUNDAY NIGHT MOVIE	27.1	13,110
5	HAPPY DAYS	26.8	12,970
6	M*A*S*H	24.2	11,720
7	FIRST KISS, CHARLIE BROWN(S)	24.0	11,640
8	WHAT'S HAPPENING	24.0	11,630
9	ONE DAY AT A TIME#	23.8	11,520
10	CBS NFL CHAMPIONSHIP GAME(S)	23.3	11,280
11	TAXI	23.1	11,180
12	BEST-SAT. NITE LIVE PT. I(S)	21.6	10,450
13	AMERICAN MUSIC AWARDS(S)	21.2	10,280
14	RONA BARRETT SPECIAL(S)	21.2	10,260
15	BARNEY MILLER	21.1	10,200
16	BATTLESTAR: GALACTICA#	21.0	10,190
17	SOAP	20.9	10,100
18	60 MINUTES	20.7	10,000
19	FAMILY	20.6	9,990
20	CBS TUESDAY NIGHT MOVIES	20.2	9,780

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WALTONS	31.7	7,480
2	60 MINUTES	31.6	7,460
3	LITTLE HOUSE-PRAIRIE#	30.6	7,210
4	ALICE#	28.1	6,640
4	BARNABY JONES	28.1	6,640
6	ENTERTAINER-YEAR AWARDS(S)	27.9	6,580
7	ALL IN THE FAMILY	27.4	6,470
8	MONTE CARLO CIRCUS FEST.(S)	26.9	6,350
9	HAWAII FIVE-O#	25.0	5,890
10	CBS TUESDAY NIGHT MOVIES	24.6	5,800
11	DALLAS	24.0	5,650
12	CHIPS	22.6	5,340
13	JEFFERSONS	22.6	5,330
14	LOVE BOAT	22.6	5,320
15	ROSE BOWL PARADE-CBS(S)	22.5	5,310
16	BIG EVENT#	22.0	5,180
17	DIFF'RENT STROKES	21.8	5,140
18	ROCKFORD FILES	21.4	5,050

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	36.7	16,890
2	NFL CHAMPIONSHIP GAME-NBC(S)	32.5	14,980
3	ABC SUNDAY NIGHT MOVIE	29.2	13,430
4	MORK & MINDY	24.9	11,470
5	ROSE BOWL GAME(S)	24.7	11,370
6	SUGAR BOWL GAME(S)	24.6	11,320
7	BEST-SAT. NITE LIVE PT. I(S)	23.4	10,770
8	BATTLESTAR: GALACTICA#	23.0	10,600
9	60 MINUTES	22.8	10,490
10	CBS NFL CHAMPIONSHIP PRE(S)	21.9	10,070
11	NFL CHAMPIONSHIP POST-NBC(S)	21.6	9,950
12	LAVERNE AND SHIRLEY	21.5	9,890
12	ORANGE BOWL GAME(S)	21.5	9,890
14	HAPPY DAYS	21.1	9,740
15	THREE'S COMPANY	21.0	9,660
16	NBC SATURDAY NIGHT MOVIES(S)	20.1	9,260
17	M*A*S*H	20.0	9,220
18	ONE DAY AT A TIME#	20.0	9,190
19	WHAT'S HAPPENING	19.6	9,040
20	ABC FRIDAY NIGHT MOVIE#	19.1	8,790
21	ABC WIDE WORLD-SPORTS-SUN#	18.4	8,490
22	BARNEY MILLER	18.2	8,360
23	CBS TUESDAY NIGHT MOVIES	17.7	8,160
24	BIG EVENT#	17.7	8,130

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	39.3	7,270
2	NFL CHAMPIONSHIP GAME-NBC(S)	36.4	6,740
3	60 MINUTES	34.3	6,340
4	HAWAII FIVE-O#	29.2	5,400
5	NFL CHAMPIONSHIP POST-NBC(S)	28.7	5,310
6	ALL IN THE FAMILY	28.4	5,250
7	ORANGE BOWL GAME(S)	27.5	5,090
8	ROSE BOWL GAME(S)	27.1	5,010
9	ALICE#	26.6	4,930
10	WALTONS	26.5	4,910
11	SUGAR BOWL GAME(S)	26.4	4,890
12	BARNABY JONES	26.1	4,830
13	CBS NFL CHAMPIONSHIP PRE(S)	25.3	4,680
14	LITTLE HOUSE-PRAIRIE#	22.9	4,240
15	CBS TUESDAY NIGHT MOVIES	22.5	4,160
15	CHIPS	22.5	4,160
17	MONTE CARLO CIRCUS FEST.(S)	22.3	4,130
18	CBS WEDNESDAY NIGHT MOVIE#	21.6	3,990
19	ROSE BOWL PARADE-CBS(S)	21.5	3,970
20	ROCKFORD FILES	21.2	3,920
21	ENTERTAINER-YEAR AWARDS(S)	20.6	3,820
22	CBS EVENING NEWS-CRONKITE	20.5	3,790
23	DALLAS	20.4	3,780
24	DIFF'RENT STROKES	20.1	3,710

CONT'D

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MEN 18-49				MEN 55+			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
				CONT'D			
				25	GRANDPA GOES-WASHINGTON#	19.5	3,610

NOTES

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18- 34	WOMEN 18- 49		25- 54	55- 64	55+	TOTAL	18- 34	MEN 18- 49		25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11								
*EVENING																																					
ABC FRIDAY NIGHT MOVIE													11	194	A	21.7	34	1617	2266	721	291	838	392	557	455	105^193	754	344	544	439	73^154	205	96^	469	396		
1	FRI.	9.00P	110	ABC	FF		99	B	19.1	33	1423	1924	762	319	845	364	564	460	112	220	635	271	427	368	94	156	189	116	255	186							
		9.00 - 9.30						A	20.1	31	1497	2249	714	301	850	396	551	450	133^209	717	328	497	398	67^159^	185	79^	497	38^	497	38^							
		9.30 - 10.00						A	21.2	33	1579	2315	750	330	873	415	577	466	113^201	750	336	528	435	76^164	197	95^	495	405	495	405							
		10.00 - 10.30						A	23.1	37	1721	2259	711	279	811	377	544	452	88^183	777	348	576	466	76^151	213	107^	458	411	458	411							
		10.30 - 11.00						A	23.0	37	1714	2207	705	246	812	382	552	448	79^174	768	364	576	451	70^139^	224	100^	403	370	403	370							
ABC MONDAY NIGHT MOVIE													1	187	A	17.7	26	1319	1791	706	276	772	274	480	446	98^209	699	328	505	424	79^151^	197	95^	123^	85^		
2	MON.	9.00P	120	ABC	FF		98	B	17.7	26	1319	1791	706	276	772	274	480	446	98	209	699	328	505	424	79	151	197	95	123	85							
		9.00 - 9.30						A	18.2	26	1356	1723	710	261	767	268	471	451	102^217	665	272	450	412	96^177^	162^	81^	129^	82^	129^	82^							
		9.30 - 10.00						A	17.9	26	1334	1810	699	267	767	284	458	436	108^222	715	340	510	422	77^159^	202	91^	126^	94^	126^	94^							
		10.00 - 10.30						A	18.1	27	1348	1812	694	276	759	262	480	440	100^198	704	349	527	431	69^130^	224	106^	125^	88^	125^	88^							
		10.30 - 11.00						A	16.7	27	1244	1807	721	296	793	284	517	455	83^195^	708	352	533	432	68^133^	196^	98^	110^	74^	110^	74^							
ABC NEWSBRIEF-M-F													83	180	A	19.0	28	1416	1885	743	311	846	373	565	455	85	207	588	267	380	328	77	151	203	112	248	171
1	M & F	8.58P		1	ABC N		94	B	19.0	30	1416	1894	724	285	805	354	540	442	92	202	610	267	398	331	89	165	207	112	272	193							
1	TU-TH	9.58P		1																																	
2	MON.	8.58P		1																																	
2	TU & W	9.58P		1																																	
2	THU.	9.57P		2																																	
2	FRI.	8.57P		2																																	
ABC NEWSBRIEF-SAT.													17	183	A	22.3	35	1661	2098	769	277	852	267	479	434	126	290	634	231	359	334	105	208	233	143	379	251
SAT. 9.58P 1 ABC N													95	95	B	21.0	36	1565	1978	742	283	827	305	519	461	114	233	619	239	388	354	89	170	194	105	338	249
ABC NEWSBRIEF-SUN.													17	192	A	19.3	26	1438	2309	682	336	765	397	631	478	62^111	741	383	574	466	83^116	275	148	528	387		
SUN. 8.58P 1 ABC N													96	96	B	18.7	28	1393	2219	673	294	756	410	594	433	71	126	739	404	584	475	65	109	263	114	461	317
ABC SUNDAY NIGHT MOVIE													14	197	A	27.0	41	2012	2153	728	340	820	396	652	521	69	127	840	439	667	525	82	117	298	149	195	152
1	SUN.	9.00P	146	ABC	FF		99	B	23.2	37	1728	2035	742	352	847	416	643	508	82	149	763	383	588	488	82	122	240	110	185	136							
2	SUN.	9.00P	120																																		
		9.00 - 9.30						A	24.8	34	1848	2208	743	355	852	417	682	530	71	128	799	404	631	512	79	117	308	166	249	187							
		9.30 - 10.00						A	26.6	38	1982	2160	723	355	831	406	661	517	77	131	804	408	642	531	78	113	312	167	213	166							
		10.00 - 10.30						A	29.2	44	2175	2192	733	341	817	394	648	524	70	129	853	458	679	526	77	117	319	150	203	157							
		10.30 - 11.00						A	28.9	46	2153	2150	743	342	826	394	652	527	67	129	858	454	680	514	77	118	303	142	163	137							
		11.00 - 11.30						A	23.3	45	1736	1960	657	266	729	339	574	496	41^	96^	978	529	770	573	109^131^	177	79^	76^	76^	76^							
ABC THEATRE(S)													190		A	17.5	26	1304	1799	872	335	940	330	562	490	100^279	583	217	334	302	61^166^	151^117^	125^	98^			
1	MON.	9.00P	120	ABC	GD		99																														
		9.00 - 9.30						A	17.5	25	1304	1830	824	308	924	289	521	454	113^300	606	187^	311	324	61^211	114^105^	186^	115^	186^	115^								
		9.30 - 10.00						A	17.9	26	1334	1783	879	328	937	318	557	487	107^289	592	209	325	308	61^173^	126^	91^	128^	92^	128^	92^							
		10.00 - 10.30						A	17.7	27	1319	1813	885	341	944	342	574	513	93^270	595	251	376	306	64^140^	173^135^	101^	101^	101^	101^								
		10.30 - 11.00						A	16.9	27	1259	1759	896	361	949	368	588	503	92^254	537	225	333	270	58^137^	191^139^	82^	82^	82^	82^								
ABC WORLD NEWS TONIGHT													70	196	A	11.9	20	887	1630	719	209	789	234	397	359	120	318	631	169	271	310	110	259	95	40^	115	71
M-F 6.30P 30 ABC N													99	99	B	10.5	20	782	1641	712	238	789	256	410	371	118	300	615	197	312	302	105	238	96	45	141	88
ABC WRLD NEWS TONIGHT-SAT													6	113	A	6.9	12	514	1848	750	333^	789	350^	534	471^	111^192^	647	234^	336^391^	126^219^	169^111^	243^	145^				
2	SAT.	6.30P	30	ABC	N		66	B	4.7	9	350	1869	673	233	768	304	467	398	106	256	742	293	441	430	117	239	111	53	248	162							
ALICE													8	193	A	26.8	37	1997	1883	777	335	879	260	444	424	167	333	671	192	360	350	143	247	138	61^	195	116^
2	SUN.	8.30P	30	CBS	CS		96	B	23.6	35	1758	1862	766	275	864	237	421	405	136	356	654	179	317	324	123	265	151	73	193	137							
ALL IN THE FAMILY													9	196	A	27.4	38	2041	1780	765	348	870	286	464	410	133	318	655	184	326	328	130	256	120	63	135	89
CONT'D																																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	12-17	6-11									
EVENING CONT'D																																						
ALL IN THE FAMILY-CONT'D																																						
1	SUN.	9.30P	30	CBS	CS		99	99	B	26.9	40	2004	1857	756	307	871	258	437	395	145	351	665	189	325	334	122	260	149	80	172	113							
2	SUN.	8.00P	30																																			
AMERICAN FAMILY(S)															204	A	9.4	14	700	1604	759	281^	807	228^	438	404	138^	305^	644	207^	353	352	105^	198^	64v	37v	89v	81v
1	TUE.	8.00P	180	NBC	DN		99																															
		8.00 - 8.30							A	11.3	16	842	1616	702	255^	750	188^	359	377	123^	326	605	231^	353	307	82^	181^	105^	55v	156^	121^							
		8.30 - 9.00							A	10.5	15	782	1574	693	237^	740	186^	381	384	120^	293^	650	229^	385	342	94^	184^	73v	46v	111^	111^							
		9.00 - 9.30							A	9.5	13	708	1637	799	295^	849	257^	488	436	136^	299^	676	227^	394	372	105^	185^	52v	27v	60v	60v							
		9.30 - 10.00							A	8.9	13	663	1706	829	336^	880	283^	520	461	146^	298^	679	236^	386	374	102^	182^	57v	33v	90v	90v							
		10.00 - 10.30							A	8.4	13	626	1572	783	288^	817	240^	462	397	151^	291^	639	164^	302^	371^	108^	211^	54v	37v	62v	62v							
		10.30 - 11.00							A	8.0	13	596	1440	769	275^	801	218^	435	369^	150^	301^	594	127^	265^	349^	140^	245^	27v	13v	18v	18v							
AMERICAN MUSIC AWARDS(S)															195	A	22.8	35	1699	1976	773	331	903	399	605	526	73^	207	555	255	397	342	85^	122^	218	119^	300	241
2	FRI.	9.00P	120	ABC	AC		99																															
		9.00 - 9.30							A	22.2	34	1654	1985	775	293	903	401	587	512	88^	225	546	222	349	314	85^	141^	215	118^	321	256							
		9.30 - 10.00							A	22.6	34	1684	2035	773	318	911	423	620	529	67^	207	535	250	374	320	79^	122^	254	133^	335	270							
		10.00 - 10.30							A	23.6	37	1758	1991	785	366	922	402	621	536	73^	209	574	289	432	352	90^	118^	203	110^	292	236							
		10.30 - 11.00							A	22.9	36	1706	1881	755	345	873	367	583	519	68^	194	565	262	433	373	86^	113^	190	117^	253	203							
BARNABY JONES															13	A	23.7	38	1766	1734	798	298	858	205	401	406	127	376	665	177	345	314	126	274	101	49^	110	55^
1	THU.	10.00P	60	CBS	PD		98	96	B	21.2	37	1579	1698	766	273	837	231	425	426	138	314	666	199	353	331	124	250	106	46	89	57							
2	THU.	9.00P	120																																			
		9.00 - 9.30							A	19.5	30	1453	1789	767	260	839	206	347	384	122^	399	617	139^	314	306	109^	265	94^	45^	239	109^							
		9.30 - 10.00							A	20.9	32	1557	1707	745	276	817	191	324	365	120^	394	630	128^	314	302	107^	280	90^	40^	170	76^							
		10.00 - 10.30							A	25.5	42	1900	1748	819	307	874	213	433	418	126	369	685	197	356	312	137	282	104	55^	85	43^							
		10.30 - 11.00							A	25.4	44	1892	1714	815	313	869	202	421	420	130	367	678	193	361	322	129	267	102	47^	65^	41^							
BARNEY MILLER															15	A	24.6	37	1833	1916	709	269	793	372	556	429	77	178	630	332	456	380	67^	118	244	125	249	176
	THU.	9.00P	30	ABC	CS		99	99	B	23.3	37	1736	1935	732	314	811	385	577	459	83	172	654	332	474	385	74	132	231	124	239	170							
BATTLESTAR: GALACTICA															13	A	21.9	30	1632	2434	667	304	701	402	626	472	42^	66^	789	424	650	523	68^	93^	307	161	637	467
2	SUN.	8.00P	60	ABC	SF		99		B	20.7	32	1542	2343	649	288	736	434	619	445	52	89	771	443	640	515	52	87	314	129	522	374							
		8.00 - 8.30							A	21.6	30	1609	2414	651	300	681	389	608	456	39v	63^	782	417	642	512	65^	94^	307	155	644	461							
		8.30 - 9.00							A	22.2	31	1654	2448	684	309	722	414	639	483	46^	73^	798	431	656	533	69^	96^	302	167	626	474							
BEST-SAT. NITE LIVE PT. I(S)															197	A	21.9	33	1632	1964	657	347	738	481	640	442	38^	65^	768	558	660	452	37v	82^	252	99^	206	143^
2	WED.	9.30P	90	NBC	CV		99																															
		9.30 - 10.00							A	21.7	31	1617	2002	673	327	760	484	648	420	46^	82^	757	557	655	420	28v	80^	217	79^	268	184							
		10.00 - 10.30							A	23.0	34	1714	1926	657	353	738	484	642	452	41^	64^	744	545	636	445	40^	81^	254	108^	190	129^							
		10.30 - 11.00							A	21.1	34	1572	1963	641	359	717	476	631	448	29v	51^	799	565	685	489	43^	89^	287	108^	160	117^							
BIG EVENT-TUE.															12	A	12.0	19	894	1595	715	284	842	274	469	439	132^	287	494	167^	301	321	96^	145^	159^	58v	100^	41v
2	TUE.	9.00P	120	NBC	FV		98		B	18.1	29	1348	1648	775	274	836	260	458	458	132	294	575	188	323	318	111	196	112	45	125	88							
		9.00 - 9.30							A	10.4	15	775	1637	726	302^	832	242^	437	434	150^	298^	527	121^	326	337	89^	159^	162^	38v	116^	62v							
		9.30 - 10.00							A	11.7	18	872	1626	715	291	843	260^	458	455	124^	273^	470	143^	265^	301	104^	148^	205^	79^	108^	35v							
		10.00 - 10.30							A	12.8	21	954	1583	712	267	844	296	487	442	127^	282	491	187^	299	327	100^	143^	157^	75^	91^	31v							
		10.30 - 11.00							A	13.0	22	969	1542	709	279	842	295	481	424	132^	295	495	209^	316	319	86^	136^	118^	39v	87^	37v							
BIG EVENT															9	A	21.7	30	1617	2264	864	274	955	367	575	496	174	321	729	324	503	423	100^	188	225	123^	355	233
1	SUN.	8.00P	120	NBC	FV		99		B	19.1	30	1423	2096	767	283	839	327	535	474	115	237	771	342	522	444	100	184	220	109	266	192							
		8.00 - 8.30							A	19.2	26	1430	2273	847	303	957	352	547	470	198	353	705	305	451	382	105^	209	200	119^	411	286							
		8.30 - 9.00							A	22.5	31	1676	2338	885	277	973	367	578	501	175	332	732	318	482	411	103^	211	234	129^	399	278							
		9.00 - 9.30							A	22.4	31	1669	2241	846	276	946	381	587	502	164	305	742	341	536	448	98^	177	213	117^	340	215							
		9.30 - 10.00							A	22.6	32	1684	2211	876	245	948	362	583	506	166	303	734	327	535	442	100^	168	253	127^	276	163							

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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 65+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 65+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
EVENING CONT'D																																			
DALLAS						10	192	187				A 22.7	34	1691	1647	775	343			884	271	451	434	123	334	585	161	308	297	98	224	118	80	60^	46^
SUN. 10.00P 60 CBS GD						99	99					B 18.8	31	1401	1698	753	312			857	277	474	450	124	295	621	192	332	331	105	217	127	77	93	69
10.00 - 10.30												A 22.8	34	1699	1637	775	342			881	267	449	435	121	334	571	146	293	287	98	227	118	77	67^	49^
10.30 - 11.00												A 22.5	35	1676	1653	775	344			886	273	450	431	128	334	595	175	320	306	99	222	120	83	52^	41^
DAVID CASSIDY-UNDERCOVER						7	195					A 10.9	18	812	1792	622	253^			694	337	477	348	84^152^		838	419	593	466	113^170^	194^	61^	66^	66^	
1 THU. 10.00P 60 NBC OP						99						B 12.3	21	916	1756	671	259			748	299	495	430	88	190	705	302	482	411	88	155	174	76	129	89
10.00 - 10.30												A 11.1	18	827	1768	605	256^			672	317	458	350	85^152^		836	433	603	477	99^164^	200^	64^	60^	60^	
10.30 - 11.00												A 10.7	18	797	1804	638	244^			713	359	495	344	83^150^		837	402	579	455	123^173^	184^	56^	70^	70^	
DIFF'RENT STROKES						9	192	203				A 22.9	36	1706	2050	775	273			886	308	500	467	150	302	638	232	377	332	101	218	162	68^	364	289
FRI. 8.00P 30 NBC CS						96	98					B 17.9	30	1334	2002	759	285			860	272	468	420	150	320	622	218	354	302	110	220	180	79	340	254
DONNY AND MARIE						11	198	196				A 17.1	27	1274	1884	769	313			889	318	504	431	115	300	563	188	288	271	83^213	114	65^	318	184	
FRI. 8.00P 60 ABC GV						99	99					B 16.7	29	1244	1992	762	253			851	311	482	412	117	299	564	212	321	281	92	197	153	96	424	278
8.00 - 8.30												A 15.4	24	1147	1895	790	308			917	320	523	440	112	318	559	188	296	280	84^205	103^	65^	316	176	
8.30 - 9.00									</																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11										
																18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+													
EVENING CONT'D																																						
LITTLE HOUSE-PRAIR-CONT'D																																						
8.00 - 8.30														A	23.9	34	1781	1880	800	303	884	262	373	359	175	389	611	224	322	277	120^242	169	94^	216	156			
8.30 - 9.00														A	27.2	38	2026	1904	830	291	900	293	417	406	148	369	568	214	313	270	99^206	172	98^	264	177			
LOU GRANT																																						
MON. 10.00P 60 CBS GD 13 190 187														A	22.6	35	1684	1717	785	315	867	362	575	500	108	230	647	307	432	385	72^165	116	73^	87	56^			
10.00 - 10.30														B	20.3	32	1512	1689	821	323	897	359	585	498	106	226	583	252	370	335	84	159	144	71	65	48		
10.30 - 11.00														A	22.6	34	1684	1706	786	313	858	358	570	498	104	230	638	311	429	376	70^163	118	74	92	56^			
														A	22.6	36	1684	1720	784	316	875	366	578	500	114	232	654	303	435	393	75	165	111	71^	80	55^		
LOVE BOAT																																						
SAT. 9.00P 60 ABC CS 15 194 188														A	23.2	36	1728	2086	775	272	857	267	469	415	135	306	601	213	338	306	109	205	222	134	406	275		
9.00 - 9.30														B	22.2	39	1654	2011	760	280	849	312	513	452	125	260	606	231	376	340	90	173	193	103	363	259		
9.30 - 10.00														A	22.7	35	1691	2091	785	277	864	272	473	414	140	310	602	211	339	310	106	202	209	128	416	273		
														A	23.8	37	1773	2065	764	266	846	262	464	413	132	303	597	213	335	306	107	204	228	137	394	276		
MARK TWAIN'S AMERICA(S)																																						
2 THU. 8.00P 60 NBC DO 205 99														A	9.8	15	730	1768	661	193^	706	166^	274^329^	161^317^	721	202^	322^362	122^279^	182^	18v	159^	121^						
8.00 - 8.30														A	9.1	14	678	1715	612	168^	655	132^	207^290^	158^326^	718	185^	295^359^	125^296^	169^	18v	173^	126^						
8.30 - 9.00														A	10.4	16	775	1813	704	214^	752	197^	333	359	165^312^	724	216^	347	368	118^263^	191^	17v	146^	117^				
M*A*S*H																																						
1 MON. 9.00P 30 CBS CS 16 193 193														A	27.6	39	2056	1845	761	297	825	367	570	481	96	211	673	323	448	410	75	175	198	89	149	101		
2 MON. 9.30P 30														B	25.6	37	1907	1935	781	325	859	368	575	476	105	215	631	291	416	368	83	162	217	103	228	158		
MONTE CARLO CIRCUS FEST.(S)																																						
														A	19.6	28	1460	1826	760	277	849	181	329	334	218	435	617	130^	291	281	108^283	99^	39v	261	157^			
2 WED. 8.30P 60 CBS GV 97																																						
8.30 - 9.00														A	18.9	27	1408	1854	761	279	840	173^	319	324	229	436	621	129^	300	290	105^278	99^	41v	294	185			
9.00 - 9.30														A	20.4	29	1520	1783	759	273	854	189	335	340	207	434	610	129^	279	273	109^285	91^	33v	228	128^			
MORK & MINDY																																						
THU. 8.00P 30 ABC CS 15 199 197														A	33.0	49	2459	2227	693	262	791	403	597	450	62	136	617	332	466	352	67	102	327	165	492	334		
														B	26.8	44	1997	2284	701	310	788	413	612	470	64	119	630	335	484	379	57	98	346	181	518	374		
NBC MONDAY NIGHT MOVIES																																						
2 MON. 9.00P 120 NBC FF 15 202 98														A	17.7	26	1319	1901	846	295	880	327	502	397	139^291	701	298	461	405	125^207	176^	71^	144^	98^				
9.00 - 9.30														B	21.2	33	1579	1748	815	298	906	338	537	483	131	278	554	207	329	299	88	173	150	86	138	106		
9.30 - 10.00														A	18.6	26	1386	1960	886	324	920	310	461	360	155^371	662	264	417	352	134^216	153^	53^	225	158^				
10.00 - 10.30														A	17.8	26	1326	1904	844	282	881	326	501	394	139^291	703	295	459	398	129^213	157^	71^	163^	106^				
10.30 - 11.00														A	17.7	27	1319	1857	819	275	854	334	515	412	130^254	717	321	485	434	121^199	192	82^	94^	70^				
														A	16.7	27	1244	1871	821	298	853	335	526	425	133^239	732	320	496	438	120^197^	199	79^	87^	46v				
NBC NEWS UPDATE-M-F																																						
1 MON. 10.02P 2 NBC N 68 187 184														A	16.1	24	1199	1830	697	240	774	251	414	383	130	283	712	271	430	377	119	227	145	55	199	142		
1 TUE. 9.00P 1														B	15.9	25	1185	1885	731	251	813	256	420	390	141	317	636	221	355	328	115	223	156	72	280	194		
1 W-F 8.58P 1																																						
2 MTUTHF 8.58P 1																																						
2 WED. 9.28P 1																																						
NBC NEWS UPDATE-SAT.																																						
SAT. 8.58P 1 NBC N 14 190 188														A	19.9	31	1483	2216	809	297	935	346	548	466	130	296	670	231	373	351	119	217	193	60^	418	285		
														B	16.7	29	1244	2144	736	253	828	285	472	420	128	283	674	251	406	366	103	198	212	101	430	304		
NBC NEWS UPDATE-SUN.																																						
1 SUN. 9.02P 1 NBC N 12 189 192														A	19.4	27	1445	2026	779	258	857	285	462	430	168	322	739	267	454	428	105	204	179	102	251	176		
2 SUN. 9.04P 1														B	18.6	28	1386	2084	777	252	842	267	469	441	136	305	776	277	469	431	115	234	171	82	295	197		
NBC NIGHTLY NEWS-SAT.																																						
SAT. 6.30P 30 NBC N 12 141 142														A	10.9	19	812	1757	751	215	834	193	362	311	176	430	726	170	272	274	114^369	59^	20v	138^	91^			
														B	8.2	16	611	1680	772	182	836	205	364	333	154	411	652	153	274	266	119	317	73	31	119	70		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AUG. AUD. SHARE %	AUG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													TOTAL		18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																																			
NBC NIGHTLY NEWS-SUN.										6	144	146	A	8.9	14	663	1722	770	143	787	214	270	250	155	465	697	144	279	314	88	334	56	28	182	70
1	SUN.	6.30P	30	NBC N		80	79	B	7.5	13	559	1645	702	147	737	174	271	268	152	394	696	169	293	339	119	328	45	14	167	70					
2	SUN.	6.45P	15																																
NBC NIGHTLY NEWS										69	206	206	A	15.0	25	1118	1676	750	231	815	186	344	355	186	381	655	159	286	258	133	317	59	27	147	102
1	TU-F	6.30P	30	NBC N		99	99	B	13.0	25	969	1647	734	215	798	185	335	331	174	387	662	169	293	265	132	312	66	28	121	83					
2	M-F	6.30P	30																																
NBC REPORTS(S)										196			A	10.8	18	805	1501	574	192	621	208	307	317	157	231	765	303	432	459	123	235	115	17	LT	LT
2	THU.	10.00P	60	NBC DN			98																												
		10.00 - 10.30																																	
		10.30 - 11.00																																	
NBC SATURDAY NIGHT MOVIES(S)										192			A	19.8	33	1475	2079	828	298	941	407	652	462	108	222	909	347	628	521	123	215	99	57	130	110
1	SAT.	9.00P	131	NBC FF			97																												
		9.00 - 9.30																																	
		9.30 - 10.00																																	
		10.00 - 10.30																																	
		10.30 - 11.00																																	
NBC SATURDAY NIGHT MOVIES(S)										187			A	19.6	30	1460	1998	688	348	828	348	542	462	106	194	698	270	452	442	98	152	181	44	291	243
2	SAT.	9.00P	111	NBC FF			97																												
		9.00 - 9.30																																	
		9.30 - 10.00																																	
		10.00 - 10.30																																	
		10.30 - 11.00																																	
NEWSBREAK-M-F										79	168	167	A	18.4	27	1371	1942	780	297	872	297	468	423	148	332	595	204	325	307	97	222	171	78	304	184
1	MWTHF	8.58P	1	CBS N			90	89	B	15.9	25	1185	1947	745	277	826	294	468	407	128	290	598	218	341	316	97	206	169	74	354	216				
1	TUE.	8.53P	1																																
2	M & W	9.28P	1																																
2	TU&TH	8.58P	1																																
2	FRI.	8.57P	2																																
NEWSBREAK-SAT.										16	166	157	A	14.1	22	1050	2085	797	321	853	305	513	437	117	284	686	261	465	411	104	179	217	115	329	221
1	SAT.	8.56P	1	CBS N			92	91	B	12.8	22	954	1953	773	270	850	270	457	410	129	315	611	201	357	332	94	203	184	102	308	203				
2	SAT.	8.57P	2																																
NEWSBREAK-SUN.										15	168		A	23.1	32	1721	1841	778	338	885	263	443	437	169	320	645	195	344	319	152	243	126	58	185	99
2	SUN.	8.58P	1	CBS N			91		B	21.2	32	1579	1893	770	316	872	257	448	432	138	327	649	193	338	342	119	237	172	88	200	141				
ONE DAY AT A TIME										13	194		A	25.2	36	1877	1972	815	280	849	384	613	503	87	197	714	349	491	422	75	172	234	137	175	128
1	MON.	9.30P	30	CBS CS			99		B	23.8	35	1773	1859	799	328	880	367	584	478	110	225	567	245	366	323	80	155	225	119	187	139				
ORANGE BOWL GAME(S)										217			A	22.8	35	1699	1840	549	184	611	201	326	342	118	204	959	362	581	519	197	300	155	46	115	86
1	MON.	8.09P	216	NBC SE			99																												
		8.00 - 8.30																																	
		8.30 - 9.00																																	
		9.00 - 9.30																																	
		9.30 - 10.00																																	
		10.00 - 10.30																																	
		10.30 - 11.00																																	
		11.00 - 11.30																																	

PROGRAM NAME										J/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
PAPER CHASE					12	172		A 12.3	18	916	1709	912	320	959	330	518	441	139	354	530	202	321	292	65	195	96	14	124	68		
2	TUE.	8.00P	60	CBS	GD		96		B 12.3	19	916	1680	732	280	816	267	430	396	126	304	605	240	346	323	94	205	112	56	147	85	
		8.00 - 8.30							A 12.1	18	901	1733	932	311	978	330	519	449	144	371	537	196	322	305	64	201	90	14	128	69	
		8.30 - 9.00							A 12.5	18	931	1675	891	327	937	330	514	433	132	335	519	207	321	281	64	186	99	12	120	67	
PEOPLE'S COMMAND PERFORM.(S)					192			A 16.8	27	1252	1975	796	328	895	277	468	389	174	379	630	203	324	290	105	251	170	95	280	205		
1	FRI.	9.00P	120	CBS	GV	99			A 18.8	29	1401	2180	846	334	950	309	514	401	177	388	654	210	338	296	111	257	199	127	377	270	
		9.30 - 10.00							A 16.6	26	1237	2037	840	329	933	290	473	375	205	421	639	199	324	288	106	260	184	106	281	207	
		10.00 - 10.30							A 16.4	26	1222	1874	774	306	870	262	437	363	158	385	609	198	324	280	99	234	152	81	243	174	
		10.30 - 11.00							A 15.5	26	1155	1745	707	334	807	232	437	407	153	323	605	202	305	288	108	248	131	63	202	150	
PROJECT U.F.O.					8	195		A 11.8	17	879	1842	588	184	678	260	444	341	99	202	724	300	507	357	101	177	120	35	320	272		
1	THU.	8.00P	60	NBC	SF	94			B 11.6	19	864	1835	637	219	699	202	375	360	139	260	686	229	391	371	134	225	162	37	288	214	
		8.00 - 8.30							A 10.8	16	805	1892	658	201	740	290	483	374	116	220	734	319	514	325	97	182	118	42	300	247	
		8.30 - 9.00							A 12.8	18	954	1787	528	169	620	231	409	310	85	187	711	280	498	382	105	170	119	29	337	293	
QUINCY, M.E.					13	210	208	A 16.7	25	1244	1952	824	281	908	334	578	501	129	260	678	231	391	383	119	197	234	90	132	101		
THU.	9.00P	60	NBC	OP		99	99		B 18.5	29	1378	1789	755	277	839	303	535	487	118	243	630	215	381	368	111	181	165	70	155	127	
		9.00 - 9.30							A 16.2	24	1207	1955	812	266	898	323	565	493	127	258	679	221	387	373	124	204	238	92	140	109	
		9.30 - 10.00							A 17.2	26	1281	1943	835	295	919	346	591	509	128	260	678	241	396	395	112	188	224	86	122	93	
ROCKFORD FILES					14	203	202	A 20.4	31	1520	1824	850	323	910	246	490	483	140	332	691	199	343	363	115	259	79	39	144	103		
FRI.	9.00P	60	NBC	PD		99	97		B 17.2	29	1281	1735	780	278	859	247	438	427	153	333	664	194	345	356	132	246	84	40	128	97	
		9.00 - 9.30							A 19.7	30	1468	1814	843	314	899	244	475	466	142	339	691	203	344	359	119	261	74	39	150	105	
		9.30 - 10.00							A 21.2	33	1579	1821	852	329	916	244	501	498	136	324	686	194	342	364	111	253	81	39	138	101	
RONA BARRETT SPECIAL(S)					189			A 20.9	29	1557	2039	836	354	946	442	660	487	100	233	669	351	504	379	63	126	253	166	171	140		
1	MON.	8.00P	60	ABC	CC	97			A 21.0	30	1565	2053	853	353	942	437	661	476	103	236	698	359	522	396	65	133	247	163	166	131	
		8.00 - 8.30							A 20.8	29	1550	2014	812	351	942	445	656	492	100	227	638	342	483	360	59	121	261	168	173	151	
		8.30 - 9.00																													
60 MINUTES					17	199	203	A 31.4	45	2339	1831	764	309	837	257	429	407	128	318	793	275	449	419	132	271	108	44	93	65		
1	SUN.	8.30P	60	CBS	DN	99	99		B 24.9	41	1855	1786	752	305	832	229	407	395	130	337	768	235	400	395	141	291	94	38	92	60	
2	SUN.	7.00P	60						A 29.8	45	2220	1815	764	306	824	235	383	394	141	334	829	294	468	438	149	283	79	30	83	49	
		7.00 - 7.30							A 31.4	45	2339	1835	767	316	845	255	400	395	143	339	825	280	473	436	145	279	77	34	88	53	
		7.30 - 8.00							A 32.4	45	2414	1841	744	268	801	247	442	424	114	292	785	287	451	425	118	258	151	59	104	82	
		8.30 - 9.00							A 31.9	44	2377	1817	774	343	870	283	480	407	112	310	735	241	398	381	115	265	123	55	89	74	
		9.00 - 9.30																													
SOAP					15	191	190	A 22.4	34	1669	1884	724	305	823	405	605	463	62	160	633	356	485	379	56	99	234	121	194	137		
THU.	9.30P	30	ABC	CS		98	99		B 21.7	35	1617	1898	740	329	828	431	627	492	72	140	649	363	496	391	63	108	237	131	184	129	
STARKY AND HUTCH					14	200	201	A 19.2	31	1430	1831	700	328	863	412	604	459	54	173	557	291	394	305	68	129	227	112	184	148		
TUE.	10.00P	60	ABC	OP		99	99		B 18.6	31	1386	1762	721	310	816	393	590	474	72	157	598	295	422	342	79	132	206	101	142	105	
		10.00 - 10.30							A 19.6	31	1460	1842	707	315	869	424	608	455	48	175	555	293	389	306	68	131	216	111	202	156	
		10.30 - 11.00							A 18.7	31	1393	1821	688	340	852	399	601	466	56	165	557	289	397	306	66	122	245	115	167	138	
TAXI					14	197	201	A 25.3	37	1885	1912	704	306	843	407	594	440	63	174	576	310	407	329	65	119	230	131	263	179		
TUE.	9.30P	30	ABC	CS		99	99		B 24.5	37	1825	1884	733	316	827	402	594	465	85	173	572	286	403	332	70	124	244	132	241	169	
THREE'S COMPANY					14	201	204	A 31.4	44	2339	2024	707	297	846	401	587	441	75	184	581	308	413	336	69	121	249	140	348	246		
TUE.	9.00P	30	ABC	CS		99	99		B 29.7	44	2213	2021	754	320	849	406	600	471	91	186	566	273	394	322	70	125	273	152	333	238	
TONY ORLANDO SPECIAL(S)					207			A 16.1	25	1199	1771	794	264	901	276	485	429	154	324	636	232	356	298	101	239	63	24	171	93		
CONT'D																															

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
WONDER WOMAN 12 185																															
2	FRI.	8.00P	60	CBS	SF			96		A 17.3	27	1289	2147	675	258	765	292	383	335	140	329	636	221	363	333	99	230	210	71	536	339
		8.00 - 8.30								B 16.6	29	1237	2114	691	240	768	290	459	410	117	248	654	235	411	376	95	193	177	70	515	321
		8.30 - 9.00								A 15.6	25	1162	2099	679	248	768	285	369	323	136	342	646	216	346	323	99	260	196	68	489	293
										A 19.0	30	1416	2179	670	264	761	297	393	344	142	316	625	226	377	340	101	205	218	72	575	374
WONDERFUL WORLD OF DISNEY 14 207 213																															
	SUN.	7.00P	60	NBC	FV		99	99		A 17.0	25	1267	2094	738	249	789	299	429	363	148	307	632	222	341	347	88	226	204	124	469	265
		7.00 - 7.30								B 18.4	29	1371	2252	677	218	746	277	453	401	110	239	696	291	462	410	83	173	227	106	583	369
		7.30 - 8.00								A 16.0	24	1192	2098	716	235	768	285	405	344	143	311	654	218	344	353	84	243	198	120	478	266
										A 18.0	26	1341	2084	755	261	804	310	450	377	154	304	609	223	336	339	92	213	213	128	458	264
•LATE FRINGE																															
ABC WEEKEND REPORT-SAT. 14 148 149																															
	SAT.	11.00P	15	ABC	N		88	88		A 8.9	16	663	1952	851	281	853	266	521	471	96	269	644	173	359	363	110	227	241	92	214	156
										B 7.9	16	589	1692	744	254	808	288	503	447	105	239	636	236	407	350	98	171	132	66	116	93
ABC WEEKEND REPORT-SUN. 14 151 150																															
1	SUN.	11.26P	15	ABC	N		90	90		A 8.0	18	596	1743	848	458	923	421	678	565	61	177	681	313	510	383	70	108	68	48	71	71
2	SUN.	11.00P	15							B 6.5	15	484	1571	745	285	820	338	561	482	88	190	614	270	447	366	58	121	89	30	48	37
BARETTA-11:30PM 14 136 142																															
	1 FRI.	11.30P	64	ABC	OP		85	88		A 6.7	18	499	1575	705	284	817	375	493	479	51	178	439	152	318	265	80	107	217	92	102	102
	2 FRI.	11.30P	65							B 5.5	18	410	1419	629	248	695	285	456	416	55	154	526	203	379	338	72	100	120	53	78	70
		11.30 - 12.00								A 7.2	18	536	1616	710	291	828	383	490	475	52	188	475	181	347	265	83	110	210	81	103	103
		12.00 - 12.30								A 6.5	19	484	1535	709	282	818	372	513	490	47	170	393	121	278	260	78	101	217	91	107	107
CBS SUNDAY NEWS-BRADLEY 14 133 133																															
	SUN.	11.00P	15	CBS	N		78	75		A 7.7	14	574	1582	697	316	761	194	363	366	177	329	664	209	358	345	115	230	67	30	56	32
										B 7.7	16	574	1556	699	249	769	195	386	415	140	293	769	195	386	415	140	293	67	30	56	32
LATE MOVIE I 68 164 165																															
	1 M & W	11.30P	69	CBS	FF		92	93		A 8.2	27	611	1543	661	266	743	268	466	437	102	197	688	290	488	413	85	139	80	38	32	18
	1 TUE.	11.30P	73							B 7.2	26	536	1395	642	228	708	254	445	416	93	189	560	229	373	332	72	127	93	37	34	19
	1 THU.	11.30P	26																												
	1 FRI.	11.30P	72																												
	2 MON.	11.30P	69																												
	2 TUE.	11.30P	70																												
	2 WED.	12.00M	69																												
	2 THU.	11.30P	23																												
	2 FRI.	11.30P	71																												
		11.30 - 12.00								A 9.2	26	685	1571	681	276	758	246	463	450	105	213	696	270	470	419	95	153	91	48	26	21
		12.00 - 12.30								A 7.8	28	581	1546	647	260	738	280	475	439	99	184	691	298	501	417	79	135	73	28	44	17
		12.30 - 1.00								A 5.6	29	417	1422	684	298	684	334	499	381	81	119	683	376	517	402	98	166	55	23	LT	LT
LATE MOVIE II 67 162 165																															
	1 MON.	12.42A	43	CBS	FF		91	93		A 5.0	26	373	1408	647	298	730	276	486	394	99	174	609	324	483	344	53	83	53	34	16	14
	1 TUE.	12.43A	45							B 4.8	27	358	1277	585	232	662	269	436	386	81	160	518	258	393	323	54	79	77	34	20	LT
	1 WED.	12.42A	44																												
	1 THU.	12.06A	53																												
	1 FRI.	12.45A	43																												
	2 MON.	12.42A	36																												
	2 TUE.	12.43A	41																												
	2 WED.	1.12A	40																												
	2 THU.	12.07A	55																												
	2 FRI.	12.45A	44																												
		12.00 - 12.30								A 6.1	23	454	1606	693	306	751	239	531	434	99	197	818	384	611	419	66	146	28	17	LT	LT
CONT'D																															

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																														
ALL STAR SECRETS						5	163	A	5.1	24	380	1116	618	166^	668	102^	273^	297^	131^	329	355	145^	153^	80^	62^	186^	40^	LT	53^	32^
2 M F							84	B	5.1	24	380	1116	618	166	668	102	273	297	131	329	355	145	153	80	62	186	40	LT	53	32
AMERICA ALIVE						61	186	A	3.9	13	291	1162	635	120^	674	135^	241^	330^	93^	309^	340^	128^	221^	185^	21^	89^	82^	27^	66^	52^
1 TU-TH							91	B	3.3	14	246	1244	744	110	798	156	303	339	118	401	314	73	123	99	45	171	45	20	87	37
12.00 - 12.30								A	3.8	13	283	1042	564	123^	564	59^	162^	285^	96^	279^	315^	135^	223^	167^	21^	67^	96^	29^	67^	53^
12.30 - 1.00								A	4.1	14	305	1207	678	108^	744	197^	299^	353^	86^	325^	338^	117^	200^	190^	20^	105^	66^	23^	59^	49^
ANOTHER WORLD						69	202	A	8.3	24	618	1341	805	175	869	248	466	456	104	336	257	70^	122	116	40^	112	85^	43^	130	81^
M-F							98	B	7.4	25	551	1227	789	139	866	255	438	423	141	351	210	54	89	79	36	107	61	40	90	45
3.00 - 3.30								A	8.0	23	596	1334	814	182	876	269	472	456	102^	331	253	76^	127	115	39^	105	85^	45^	120	80^
3.30 - 4.00								A	8.6	24	641	1326	791	165	858	227	456	451	111	343	248	61^	110	110	38^	115	81^	40^	139	83^
AS THE WORLD TURNS						68	195	A	8.3	27	618	1293	894	144	942	214	462	434	152	417	227	63^	107	73^	23^	111	52^	35^	72^	37^
1 TU-F							99	B	7.9	29	589	1270	879	137	963	233	477	432	138	415	206	44	91	78	25	105	41	28	60	21
2 M-F								A	7.8	25	581	1284	876	151	926	214	443	408	162	432	236	61^	109	76^	25^	119	48^	34^	74^	39^
1.30 - 2.00								A	8.8	29	656	1285	903	136	947	213	474	451	145	402	219	62^	103	71^	19^	104	53^	34^	66^	35^
2.00 - 2.30																														
CAPTAIN KANGAROO						69	185	A	3.0	18	224	1647	459	106^	468	191^	358	308	31^	89^	186^	61^	102^	94^	LT	57^	117^	71^	876	278
M-F							99	B	3.2	18	238	1540	418	59	430	196	302	246	46	111	179	51	85	72	22	82	66	37	865	195
8.00 - 8.30								A	2.5	16	186	1769	474	135^	474	188^	382	327	32^	76^	216^	71^	108^	87^	LT	81^	149^	80^	930	323^
8.30 - 9.00								A	3.5	19	261	1529	451	77^	455	186^	333	295	31^	96^	147^	50^	89^	89^	LT	35^	96^	62^	831	241
CARD SHARKS						69	142	A	4.6	21	343	1315	760	204	789	166^	350	361	132^	370	357	52^	96^	98^	86^	230	60^	15^	109^	67^
M-F							83	B	4.2	22	313	1256	709	153	769	166	339	333	125	365	349	51	93	99	72	225	42	19	96	51
CBS MID-DAY NEWS-EDWARDS						67	164	A	6.1	23	454	1286	839	145	900	297	477	420	112^	350	204	44^	74^	94^	31^	92^	60^	60^	122^	60^
1 TU-F							88	B	5.4	24	402	1243	799	129	880	289	470	405	125	343	181	54	74	62	27	94	53	45	129	39
2 M-F																														
CBS MORNING NEWS						70	177	A	2.5	20	186	1446	569	269^	639	220^	376	311^	113^	237^	477	151^	209^	226^	75^	219^	103^	38^	227^	92^
M-F							97	B	2.3	16	171	1287	579	234	646	211	369	346	119	236	435	94	200	206	69	199	53	LT	153	82
7.30 - 8.00								A	2.5	19	186	1500	613	253^	672	242^	404	327	108^	237^	479	162^	221^	220^	71^	215^	117^	42^	232^	81^
CONVERSATION-BETTY FORD(S)						193		A	4.7	17	350	1151	769	31^	769	58^	229^	272^	137^	497^	323^	131^	149^	60^	111^	157^	59^	LT	LT	LT
1 FRI.							97	A	4.0	15	298	1101	715^	LT	715^	53^	218^	255^	104^	460^	296^	118^	118^	61^	151^	151^	90^	LT	LT	LT
12.00 - 12.30								A	5.4	19	402	1172	802	53^	802	57^	234^	279^	159^	523^	336^	140^	169^	57^	80^	159^	34^	LT	LT	LT
12.30 - 1.00																														
COTTON BOWL GAME(S)						192		A	12.5	23	931	1611	464	104^	479	86^	206^	248^	97^	208^	810	270	457	422	132^	274	200^	55^	122^	104^
1 MON.							99	A	15.9	30	1185	1847	575	119^	598	120^	288	331	107^	230	877	325	506	432	120^	275	210	43^	162^	112^
2.00 - 2.30								A	14.2	26	1058	1656	523	110^	535	96^	253	291	93^	204^	799	250	457	437	118^	264	207^	37^	115^	89^
2.30 - 3.00								A	14.2	26	1058	1509	386	74^	407	51^	166^	237	80^	170^	815	299	489	421	106^	252	206^	49^	81^	81^
3.00 - 3.30								A	15.4	28	1147	1465	403	98^	431	63^	164^	236	95^	195^	785	254	456	426	119^	262	173^	43^	76^	76^
3.30 - 4.00								A	9.5	17	708	1490	434	95^	434	52^	133^	166^	112^	251^	763	255^	471	422	129^	244^	222^	54^	71^	59^
4.00 - 4.30								A	9.1	17	678	1538	423	87^	423	111^	146^	163^	76^	208^	786	280^	442	408	140^	261^	223^	96^	106^	90^
4.30 - 5.00								A	8.3	15	618	1583	446	107^	454	92^	182^	192^	128^	237^	825	265^	407	360^	223^	354^	135^	45^	169^	156^
5.00 - 5.30								A	13.9	24	1036	1728	478	145^	498	111^	285	285	88^	183^	804	216^	389	442	164^	306	202^	85^	224^	202^
5.30 - 6.00																														
COTTON BOWL PARADE(S)						195		A	16.9	42	1259	1855	676	167^	746	188^	351	386	135^	287	581	208	258	250	121^	253	117^	39^	411	296
1 MON.							97	A	12.0	36	894	1876	641	183^	681	190^	338	366	114^	264^	532	242^	255^	238^	111^	221^	106^	17^	557	403
10.00 - 10.30								A	17.6	43	1311	1765	666	154^	724	168^	319	363	138^	299	568	198	231	245	133^	268	90^	34^	383	276
10.30 - 11.00								A	21.1	46	1572	1916	702	170	801	201	385	416	143^	291	615	197	282	260	115^	253	146^	58^	354	252
11.00 - 11.30																														

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	WOMEN 18-49			25-54	55-64	55+	TOTAL	18-34	MEN 18-49			25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKDAY DAYTIME CONT'D																															
DAYS OF OUR LIVES																															
1	MON.	2.00P	60	NBC	DD	69	200	209	A	7.8	24	581	1279	797	153	871	254	420	408	148	365	264	59^	113	108	54^	135	58^	38^	86^	39^
1	TU-F	1.30P	60			96	99	B	6.6	24	492	1233	796	141		862	250	385	389	159	397	242	62	104	90	55	126	41	24	88	35
2	M-F	1.30P	60																												
		1.30 - 2.00						A	7.3	24	544	1208	802	136	852	233	384	390	162	380	267	52^	105^	107^	50^	145	41^	26^	48^	LT	
		2.00 - 2.30						A	8.1	25	603	1285	794	148	874	266	432	412	138	355	280	61^	117	108	52^	131	63^	43^	88^	42^	
		2.30 - 3.00						A	8.2	16	611	1792	780	326^	1001	322^	575	473	149^	380^	279^	104^	143^	140^	75^	75^	134^	78^	378^	302^	
DOCTORS																															
1	TU-F	2.30P	30	NBC	DD	68	200	201	A	7.0	23	522	1259	781	146	858	253	423	416	116^	359	260	54^	102^	97^	45^	148	77^	50^	64^	27^
2	M-F	2.30P	30			97	97	B	6.0	22	447	1182	789	129	863	258	394	394	153	393	207	54	91	81	47	107	52	38	60	24	
EDGE OF NIGHT																															
1	TU-F	4.00P	30	ABC	DD	62	163	161	A	5.9	17	440	1407	839	179	958	370	574	468	110^	318	178	82^	106^	59^	33^	64^	148	89^	123^	68^
2	M-F	4.00P	30			88	88	B	5.8	18	432	1371	772	164	905	363	552	453	104	299	188	67	81	53	38	91	124	83	154	86	
FAMILY FEUD																															
M-F	11.30A		30	ABC	QP	69	184	190	A	8.7	30	648	1434	698	137	784	298	446	352	111	257	331	132	190	135	42^	115	126	71^	193	100
						96	99	B	7.6	33	566	1407	716	156	823	335	509	390	102	246	328	121	166	121	59	139	89	57	167	75	
GENERAL HOSPITAL																															
1	TU-F	3.00P	60	ABC	DD	64	191	189	A	9.7	29	723	1364	854	170	994	502	655	461	94	260	158	48^	84	75^	20^	65^	136	115	76^	42^
2	M-F	3.00P	60			98	98	B	8.4	28	626	1281	808	155	937	453	606	448	110	266	141	43	64	57	26	64	104	88	99	57	
		3.00 - 3.30						A	9.3	29	693	1361	849	171	987	505	659	462	99	257	167	50^	91	76^	22^	69^	131	109	76^	42^	
		3.30 - 4.00						A	10.1	29	752	1352	859	165	995	498	649	455	91	261	149	44^	77^	73^	20^	62^	134	118	74^	39^	
GOOD MORNING, AMERICA-730																															
M-F	7.30A		30	ABC	N	70	187	185	A	2.8	21	209	1359	703	230^	756	254^	393	444	126^	225^	315	133^	118^	225^	40^	115^	65^	LT	147	78
						98	98	B	2.9	19	216	1338	772	260	811	280	476	491	104	197	315	91	159	192	32	87	65	LT	147	78	
GOOD MORNING, AMERICA-830																															
M-F	8.30A		30	ABC	N	70	187	189	A	4.5	25	335	1299	705	141^	742	200	377	448	110^	248	398	104^	159^	170^	60^	195	91^	38^	68^	45^
						95	96	B	4.0	22	298	1267	747	155	792	249	439	434	115	264	350	109	160	160	43	146	51	21	74	34	
GUIDING LIGHT																															
1	TU-F	2.30P	60	CBS	DD	68	189	189	A	8.4	27	626	1308	865	109	902	195	464	430	161	370	192	61^	94^	66^	24^	87^	97^	62^	117	48^
2	M-F	2.30P	60			99	99	B	7.8	28	581	1276	845	114	921	219	472	422	153	378	199	51	95	73	34	94	81	57	75	35	
		2.30 - 3.00						A	8.2	27	611	1304	902	116	939	207	482	436	173	392	188	53^	90^	64^	19^	89^	71^	49^	106	41^	
		3.00 - 3.30						A	8.5	27	633	1306	836	100	870	183	450	425	151	352	193	70^	100	72^	21^	78^	118	72^	125	56^	
HAPPY DAYS M-F																															
M-F	11.00A		30	ABC	CS	68	174	173	A	6.0	23	447	1391	495	106^	567	239	349	295	66^	136	302	188	231	126^	25^	48^	219	116^	303	141
						97	97	B	5.3	25	395	1432	573	148	658	322	479	346	66	136	271	140	191	133	22	55	193	114	310	138	
HIGH ROLLERS																															
M-F	11.00A		30	NBC	QG	67	190	193	A	6.2	24	462	1199	743	168	777	138	300	314	156	405	320	62^	97^	65^	88^	209	44^	11^	58^	28^
						96	96	B	5.2	25	387	1220	733	135	812	148	309	299	158	429	330	55	106	92	83	208	39	18	39	18	
HOLLYWOOD SQUARES																															
1	TU-F	1.00P	30	NBC	QP	62	151	155	A	5.0	17	373	1351	741	110^	792	207	367	373	109^	349	439	117^	166	131^	108^	250	53^	29^	67^	21^
2	M-F	1.00P	30			83	84	B	3.8	15	283	1254	746	117	790	169	319	316	130	411	341	75	124	99	75	199	42	18	81	40	
JEOPARDY																															
1	M-F	10.30A	30	NBC	QG	64	168		A	5.4	20	402	1308	797	176^	825	208^	382	331	139^	400	293^	58^	144^	140^	52^	119^	98^	20^	92^	77^
						89		B	4.4	22	328	1254	731	138	798	186	349	320	127	381	345	74	123	108	68	197	44	16	67	33	
JEOPARDY																															
2	M-F	12.00N	30	NBC	QG	5	173		A	4.2	15	313	1454	691	128^	742	109^	253^	304^	93^	384	445	53^	115^	95^	78^	299^	108^	41^	159^	84^
						86		B	4.2	15	313	1454	691	128	742	109	253	304	93	384	445	53	115	95	78	299	108	41	159	84	
LOVE OF LIFE																															
1	TU-F	11.30A	24	CBS	DD	67	182	181	A	6.4	25	477	1331	864	155	921	329	520	442	113^	340	206	47^	83^	92^	30^	89^	51^	44^	153	67^
2	M-F	11.30A	24			94	94	B	5.7	26	425	1266	826	129	900	330	518	426	120	330	178	57	83	64	23	83	56	45	132	40	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11					
WEEKDAY DAYTIME CONT'D																																		
MAGAZINE(S)											184	A	6.5	30	484	1521	796	98	864	362	500	467	149	302	489	165	219	197	119	194	61	45	107	38
1 THU. 10.30A 60 CBS DN										95	A	6.2	29	462	1470	764	83	847	340	482	460	146	296	375	116	171	199	96	146	125	93	123	79	
10.30 - 11.00										A	6.8	30	507	1546	814	110	871	378	511	465	153	308	584	204	261	193	136	233	125	93	123	79		
11.00 - 11.30										A	6.8	30	507	1546	814	110	871	378	511	465	153	308	584	204	261	193	136	233	125	93	123	79		
M*A*S*H M-F										68 184 186	A	8.3	24	618	1432	601	128	639	210	372	343	103	197	353	175	234	143	35	98	209	98	231	126	
1 TU-F 3.30P 30 CBS CS										97 96	B	7.2	23	536	1419	610	99	683	240	412	342	88	206	340	149	209	143	40	104	211	101	185	114	
2 M-F 3.30P 30																																		
MATCH GAME '79										61 139 137	A	5.2	14	387	1408	716	184	737	161	294	320	135	362	365	96	168	121	44	182	146	51	160	64	
1 TU-F 4.00P 30 CBS QP										74 74	B	4.4	14	328	1387	707	115	763	197	343	307	127	359	326	87	125	104	43	183	110	49	188	101	
2 M-F 4.00P 30																																		
ONE LIFE TO LIVE										66 195 194	A	9.0	29	671	1303	826	145	944	518	656	485	88	215	220	81	114	73	36	92	74	55	65	28	
1 TU-F 2.00P 60 ABC DD										99 99	B	7.8	29	581	1310	842	153	963	506	669	508	96	228	179	72	93	76	34	68	82	66	86	35	
2 M-F 2.00P 60																																		
2.00 - 2.30										A	8.6	28	641	1304	811	153	927	519	649	468	88	208	249	95	125	74	41	105	70	53	58	22		
2.30 - 3.00										A	9.4	31	700	1287	835	134	950	511	654	495	88	220	196	71	104	70	33	82	75	56	66	32		
PASSWORD PLUS										5 172	A	4.9	17	365	1378	707	175	756	149	285	310	82	383	480	91	134	93	30	335	63	13	79	63	
2 M-F 12.30P 30 NBC QG										83	B	4.9	17	365	1378	707	175	756	149	285	310	82	383	480	91	134	93	30	335	63	13	79	63	
PRICE IS RIGHT 1										64 177 178	A	7.2	32	536	1556	713	132	745	272	391	341	92	286	389	106	175	173	37	183	69	33	353	171	
1 TUWF 10.30A 30 CBS AP										91 91	B	5.7	29	425	1493	716	120	790	307	443	372	84	287	319	95	155	144	37	138	78	50	306	125	
2 M-F 10.30A 30																																		
PRICE IS RIGHT 2										62 177 179	A	7.8	33	581	1463	748	156	793	298	393	338	85	331	340	69	138	142	30	168	41	24	289	136	
1 TUWF 11.00A 30 CBS AP										91 91	B	6.2	31	462	1431	749	134	827	306	449	379	87	311	302	71	137	117	37	152	61	41	241	94	
2 M-F 11.00A 30																																		
ROSE BOWL FOOTBALL PRE(S)										198	A	9.8	18	730	1900	565	259	679	187	373	325	97	270	832	518	611	485	44	137	156	59	233	159	
1 MON. 4.30P 15 NBC SC										99																								
ROSE BOWL GAME(S)										219	A	23.3	37	1736	1950	531	230	591	173	337	308	86	201	1047	474	656	577	189	288	195	65	117	97	
1 MON. 4.45P 204 NBC SE										99																								
5.00 - 5.30										A	14.8	26	1103	2112	594	271	678	188	397	333	81	235	1035	545	683	568	129	243	226	83	173	130		
5.30 - 6.00										A	24.0	41	1788	2014	537	264	586	157	346	310	74	187	1100	501	707	617	191	300	206	69	122	94		
6.00 - 6.30										A	27.1	44	2019	1862	438	210	497	139	292	256	63	160	1076	480	668	596	201	307	213	68	76	70		
6.30 - 7.00										A	24.2	37	1803	1879	485	235	556	171	316	272	83	192	1056	471	640	590	209	309	189	57	78	78		
7.00 - 7.30										A	26.5	40	1974	1952	570	194	631	189	353	334	102	227	1023	433	618	549	201	297	176	59	122	111		
7.30 - 8.00										A	27.9	41	2079	1954	590	238	614	186	344	340	105	213	1035	455	639	557	213	289	180	57	125	103		
ROSE BOWL PARADE-CBS(S)										197	A	22.4	45	1669	2067	715	179	814	217	423	405	136	318	721	279	405	372	115	237	187	69	345	231	
1 MON. 11.30A 150 CBS AC										99																								
11.30 - 12.00										A	21.8	48	1624	1868	693	172	781	207	390	391	129	297	571	179	261	284	108	237	167	66	349	237		
12.00 - 12.30										A	23.3	47	1736	2010	712	165	812	223	442	410	125	298	648	240	354	338	98	213	189	71	361	247		
12.30 - 1.00										A	22.8	46	1699	2010	715	172	810	217	424	390	127	322	690	266	382	354	124	233	163	67	347	231		
1.00 - 1.30										A	22.3	44	1661	2255	774	200	889	255	478	451	155	343	821	343	496	436	130	250	187	59	358	245		
1.30 - 2.00										A	21.8	41	1624	2185	694	189	789	190	380	384	142	333	879	365	525	452	120	258	214	75	303	192		
RYAN'S HOPE										69 180 182	A	7.9	25	589	1438	831	191	940	451	627	483	82	200	277	97	143	132	37	86	102	67	119	56	
M-F 12.30P 30 ABC DD										96 96	B	7.2	29	536	1400	859	173	972	488	695	524	81	190	230	88	129	107	32	73	84	63	114	49	
SEARCH FOR TOMORROW										67 183 183	A	8.4	29	626	1318	849	178	914	302	505	457	139	342	243	50	115	107	30	108	47	41	114	39	
CONT'D																																		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK # DAY		START TIME		DUR NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
																					TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL FEM.		TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKEND DAYTIME CONT'D																													
GODZILLA SUPER 90 III SAT. 10.00A 30 NBC CA						10 99	203 99	202 99	A	5.8	22	432	2190	255^111^	340 200^	276^204^	LT	22^	300 118^	240^188^	40^	60^	169^	55^	1381	773			
									B	6.5	25	484	1777	230 100	290 187	235 183	LT	29	192 103	148 119	19	30	240	84	1055	637			
IN THE NEWS- SAT. 8.26A 3 CBS N						16 94	184 96	190 96	A	4.2	33	313	1572	240^118^	265^216^	216^	99^	LT	36^	358^306^	306^185^	LT	52^	83^	45^	866	496		
									B	5.2	36	387	1648	262 91	280 150	212 166	43	58	247 130	166 148	LT	53	159	55	962	652			
IN THE NEWS- SAT. 8.56A 3 CBS N						16 95	183 96	191 96	A	5.7	31	425	1631	260^121^	302 240^	240^111^	22^	53^	285^205^	217^150^	37^	68^	206^141^		838	502			
									B	6.4	33	477	1612	260 84	284 161	224 166	29	49	251 129	177 149	12	50	176	65	901	554			
IN THE NEWS- SAT. 9.26A 3 CBS N						16 99	194 99	195 99	A	8.9	38	663	1713	311 155^	320 241	241 39^	43^	79^	341 215	317 185^	24^	24^	182^100^		870	476			
									B	8.7	37	648	1700	297 106	335 197	260 152	28	59	279 169	223 145	17	37	204	87	882	508			
IN THE NEWS- SAT. 9.59A 3 CBS N						16 99	194 99	196 99	A	10.9	41	812	1693	316 164	342 189	262 129^	11^	71^	300 188	259 166	20^	31^	197	99^	854	506			
									B	10.2	39	760	1719	314 119	361 210	289 184	21	55	280 168	221 153	23	40	214	95	864	493			
IN THE NEWS SAT. 10.26A 3 CBS N						16 99	194 98	194 98	A	10.5	38	782	1807	373 178	392 227	309 150^	9^	69^	386 264	320 145^	23^	50^	225	122^	804	449			
									B	9.9	37	738	1665	306 127	357 205	282 177	21	55	298 176	230 147	25	50	228	100	782	436			
IN THE NEWS- SAT. 11.33A 3 CBS N						16 99	194 98	191 98	A	9.3	31	693	1898	456 173^	477 173^	266 226	15^	142^	370 184	218 148^	13^	76^	268	131^	783	423			
									B	8.8	33	656	1677	332 138	397 224	300 211	26	64	270 144	193 124	23	60	224	98	786	441			
IN THE NEWS- SAT. 11.56A 3 CBS N						16 99	194 98	191 98	A	9.5	31	708	1857	442 165^	470 189	253 197	9^	141^	341 152^	191 156^	16^	70^	244	136^	802	436			
									B	8.3	31	618	1679	334 135	398 218	296 205	22	69	267 141	191 126	25	55	212	96	802	465			
IN THE NEWS- SAT. 12.26PM 3 CBS N						16 94	177 96	182 96	A	6.6	21	492	1447	334 115^	378 128^	181^166^	25^	145^	268 80^	130^112^	14^	120^	191^	77^	610	341			
SAT. 12.26P 3 CBS N						94 96			B	6.5	24	484	1535	324 118	380 201	262 173	25	89	250 115	161 127	30	69	245	99	660	408			
IN THE NEWS- SAT. 12.56P 3 CBS N						15 95	183 98	187 98	A	8.5	26	633	1439	258 152^	302 118^	162^174^	30^	58^	172^	69^	120^	92^	27^	52^	258	106^	707	397	
									B	7.3	26	544	1535	330 136	373 187	256 181	29	77	246 126	193 135	18	37	243	102	673	396			
IN THE NEWS- SAT. 1.26PM 3 CBS N						13 81	150 79	141 79	A	5.6	16	417	1731	411 243^	452 154^	198^168^	137^	187^	461 275^	338 144^	43^	104^	272^	97^	546	283^			
									B	5.2	17	387	1563	365 144	409 195	254 179	50	111	316 171	244 156	27	50	232	93	606	382			
IN THE NEWS- SUN. 9.26A 3 CBS N						15 59	67 53	62 53	A	1.4	9	104	1558	364^163^	374^279^	374^143^	LT	LT	77^	LT	LT	77^	LT	LT	145^	LT	962^	760^	
									B	1.8	11	134	1689	252 37	269 186	232 148	LT	LT	216 96	149 119	LT	LT	162	LT	1042	611			
IN THE NEWS- SUN. 9.56A 3 CBS N						15 52	55 48	55 48	A	1.9	9	142	1303	98^	98^	36^	98^	98^	LT	LT	275^	57^	211^275^	LT	LT	141^	LT	789^	521^
									B	2.2	12	164	1699	227 49	235 153	216 117	LT	LT	284 161	234 167	LT	LT	148	LT	1032	594			
INT'L CHAMPIONSHIP BOXING 2 SUN. 3.15P 77 ABC SE						1 91	177 91		A	14.1	31	1050	1959	537 159^	592 253	402 296	65^	149^	872 302	529 519	117^	235	239	155^	256	193^			
									B	14.1	31	1050	1959	537 159	592 253	402 296	65	149	872 302	529 519	117	235	239	155	256	193			
3.30 - 4.00									A	13.1	29	976	1899	517 164^	591 257	397 291	66^	150^	823 236^	468 477	110^	228^	201^	137^	284	203^			
4.00 - 4.30									A	15.9	34	1185	2052	575 154^	614 252	414 301	70^	161^	940 378	595 571	133^	248	279	177^	219	180^			
ISSUES AND ANSWERS SUN. 12.00N 30 ABC CC						13 98	169 95	163 95	A	3.4	12	253	1506	631 154^	686 204^	268^257^	98^	327^	450^	146^	146^138^	158^	277^	176^	135^	194^	126^		
									B	2.7	10	201	1417	549 155	661 233	316 243	107	297	498 190	288 234	92	180	93	59	165	103			
KIDS ARE PEOPLE TOO II SUN. 10.30A 30 ABC CL						16 78	125 80	121 80	A	3.8	15	283	1576	279^106^	279^176^	209^127^	18^	70^	285^	109^	128^123^	54^	88^	265^	127^	747	449		
									B	3.4	15	253	1784	400 114	435 228	317 261	23	89	287 137	212 165	LT	51	197	83	865	488			
KIDS ARE PEOPLE TOO III SUN. 11.00A 30 ABC CL						16 78	125 80	123 80	A	4.4	15	328	1750	394 248^	418 262^	360^180^	26^	58^	284^	74^	139^168^	42^	63^	303^	195^	745	462		
									B	3.7	16	276	1924	449 152	523 331	410 279	30	88	335 158	262 196	17	50	214	95	852	525			
MASTERS TENNIS TOURN.-SAT(S) 2 SAT. 3.00P 90 CBS SE							114 69		A	4.2	11	313	1550	610^258^	671^	307^	437^355^	99^	156^	659^	154^	368^364^	144^	231^	70^	25^	150^	80^	
									A	3.4	9	253	1719	660^146^	691^	270^	360^359^	91^	213^	612^	125^	289^293^	185^	268^	238^	74^	178^	96^	
CONT'D																													

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
WEEKEND DAYTIME CONT'D																																		
MASTERS TENNIS TOU-CONT'D																																		
3.30 - 4.00																																		
4.00 - 4.30																																		
MASTERS TENNIS TOURN.-SUN(S)																																		
2 SUN. 4.04P 176 CBS SE																																		
4.00 - 4.30																																		
4.30 - 5.00																																		
5.00 - 5.30																																		
5.30 - 6.00																																		
6.00 - 6.30																																		
6.30 - 7.00																																		
MEET THE PRESS																																		
SUN. 12.00N 30 NBC CC																																		
METRIC MARVELS 10:27AM																																		
SAT. 10.27A 2 NBC IA																																		
METRIC MARVELS-11:57AM																																		
SAT. 11.57A 2 NBC IA																																		
METRIC MARVELS-10:57AM																																		
SAT. 10.57A 2 NBC IA																																		
NBA BASKETBALL GAME																																		
2 SUN. 1.45P 139 CBS SE																																		
2.00 - 2.30																																		
2.30 - 3.00																																		
3.00 - 3.30																																		
3.30 - 4.00																																		
NCAA BASKETBALL GAME-SAT.																																		
1 SAT. 1.30P 120 NBC SE																																		
2 SAT. 2.00P 120																																		
1.30 - 2.00																																		
2.00 - 2.30																																		
2.30 - 3.00																																		
3.00 - 3.30																																		
3.30 - 4.00																																		
NCAA BASKETBALL-NAT'L(B)																																		
1 SAT. 3.32P 22 NBC SE																																		
NCAA BASKETBALL-NAT'L																																		
1 SAT. 3.54P 96 NBC SE																																		
4.00 - 4.30																																		
4.30 - 5.00																																		
5.00 - 5.30																																		
NCAA BASKETBALL NAT'L 2																																		
2 SUN. 1.00P 124 NBC SE																																		
1.00 - 1.30																																		
1.30 - 2.00																																		
2.00 - 2.30																																		
2.30 - 3.00																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION																														
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																														
										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																		
										TOTAL					TOTAL					TOTAL FEM.		TOTAL M-11																		
PROGRAM NAME										TOTAL					TOTAL					TOTAL FEM.		TOTAL M-11																		
WK # DAY START TIME DUR NET TYPE										TOTAL					TOTAL					TOTAL FEM.		TOTAL M-11																		
WK 1 WK 2										TOTAL					TOTAL					TOTAL FEM.		TOTAL M-11																		
WEEKEND DAYTIME CONT'D										TOTAL					TOTAL					TOTAL FEM.		TOTAL M-11																		
NFL '78-NBC(S)										486 158^					244^190^					128^223^					988 466		651 549		181^251^		177^ 31^		129^ 76^							
1 SUN. 12.30P 30 NBC SC										476 183					285 241					78^150					964 378		617 539					167 277					148 28^		112 103	
NFL CHAMPIONSHIP GAME-NBC(S)										503 207					292 224					101^180					1009 392		673 555					180 272					149 26^		144 126^	
1 SUN. 1.00P 195 NBC SE										429 159					255 201					78^150					990 366		640 574					174 274					160 31^		111 99^	
1.00 - 1.30										446 174					271 237					66^133					964 373		624 546					155 269					173 34^		101 94^	
1.30 - 2.00										480 194					292 246					74^143					973 408		639 542					150 269					162 30^		106 99	
2.00 - 2.30										488 187					292 262					76^141					951 380		604 527					166 282					141 26^		120 112	
2.30 - 3.00										477 174					287 254					75^142					931 354		572 515					174 289					127 23^		104 98	
3.00 - 3.30										563 212					349 304					93^175					866 338		524 478					196 278					104^ 17^		113^ 97^	
3.30 - 4.00										727 183^					392 337					159^283					727 183		392 337					159 283					203 74^		184^ 116^	
NFL CHAMPIONSHIP POST-NBC(S)										735 184					370 353					109^304					727 183		392 337					159 283					203 74		184 116	
1 SUN. 4.15P 15 NBC SC										757 171^					368^317^					126^360^					753 210^		360^240^					229^352^					216^127^		219^ 95^	
PRO BOWLERS TOUR										768 161^					393 363^					95^328^					779 178^		391 298^					206^361^					218^119^		174^ 83^	
1 SAT. 2.30P 90 ABC SE										703 174^					356 351					85^283					703 183^		382 317					155^280					211 70^		163^ 115^	
2 SAT. 3.30P 90										724 201^					356 341					112^300^					690 173^		405 391					105^209^					206^ 47^		184^ 151^	
2.30 - 3.00										749 202^					387 389					138^279^					721 176^		406 406					131^246^					173^ 38^		211^ 131^	
3.00 - 3.30										229^115^					115^ 59^					LT 95^					147^ 56^		88^ 86^					28^ 28^					106^ 23^		1150 786	
3.30 - 4.00										229^115^					115^ 59^					LT 95^					147^ 56^		88^ 86^					28^ 28^					106^ 23^		1150 786	
4.00 - 4.30										229^115^					115^ 59^					LT 95^					147^ 56^		88^ 86^					28^ 28^					106^ 23^		1150 786	
4.30 - 5.00										229^115^					115^ 59^					LT 95^					147^ 56^		88^ 86^					28^ 28^					106^ 23^		1150 786	
SCHOOLHOUSE ROCK-8.26AM										221 94					153 127					LT 42					199 88		163 144					LT 29					132 63		1080 731	
SAT. 8.26A 4 ABC CA										229^131^					145^ 82^					LT 44^					133^ 62^		101^ 93^					LT 17^					287 93^		1035 626	
SCHOOLHOUSE ROCK-9.26AM										275 129					189 121					LT 52					188 108		155 123					14 26					246 103		993 600	
SAT. 9.26A 4 ABC CA										246 113^					143^131^					10^ 28^					161^ 62^		88^ 73^					28^ 41^					260 100^		1105 595	
SCHOOLHOUSE ROCK-10.56AM										225 122					152 113					LT 39					173 107		126 87					10 30					245 106		1053 608	
SAT. 10.56A 3 ABC CA										300 154^					236 157^					13^ 29^					136^ 41^		52^ 72^					26^ 40^					284 159^		865 486	
SCHOOLHOUSE ROCK-11.26AM										298 144					208 161					18 50					199 129		162 107					12 24					277 141		900 523	
SAT. 11.26A 3 ABC CA										335 202^					266 145^					19^ 44^					179^ 66^		100^ 57^					39^ 66^					308 159^		869 529	
SCHOOLHOUSE ROCK-11.56AM										354 211					284 198					15 37					240 147		190 123					25 39					302 149		768 477	
SAT. 11.56A 3 ABC CA										485 243^					438^352^					18^ 25^					312^120^		195^196^					77^ 91^					127^105^		504 79^	
SCHOOLHOUSE ROCK 11.55AM										554 302					432 350					30 91					410 189		306 263					48 86					138 60		588 273	
SUN. 11.55A 4 ABC CA										197^ 99^					99^ 45^					LT 90^					144^ 54^		89^ 94^					28^ 28^					97^ 22^		1232 840	
SCOOBY'S ALL STARS I										200 88					135 116					LT 44					188 77		142 123					LT 13					133 57		1143 783	
SAT. 8.00A 30 ABC CA										168^113^					113^ 47^					LT 43^					180^102^		155^120^					13^ 13^					228^ 18^		1138 726	
SCOOBY'S ALL STARS II										280 118					194 142					LT 65					246 149		209 144					LT 28					186 76		1050 653	
SAT. 8.30A 30 ABC CA										233^126^					160^ 96^					LT 44^					144^ 67^		114^101^					LT 16^					295 97^		1082 673	
SCOOBY'S ALL STARS III										287 133					201 131					LT 56					193 108		156 124					13 29					259 120		1014 643	
SAT. 9.00A 30 ABC CA										379 157^					198^156^					19^125^					250 73^		110^102^					12^111^					216^ 96^		676 384	
SPACE ACADEMY										379 209					269 183					19 79					251 122		167 133					27 63					244 103		706 428	
SAT. 12.00N 30 CBS CL										519 170^					333^298^					56^127^					768 225^		382^346^					157^312^					235^ 84^		123^ 100^	
SPORTS-SPEC. EDITION(S)										675 205^					444 428					31^107^					611 162^		316^309^					130^240^					278^ 73^		162^ 103^	
1 SAT. 2.30P 231 CBS SA										675 205^					444 428					31^107^					611 162^		316^309^					130^240^					278^ 73^		162^ 103^	
2.30 - 3.00										675 205^					444 428					31^107^					611 162^		316^309^					130^240^					278^ 73^		162^ 103^	
CONT'D										675 205^					444 428					31^107^					611 162^		316^309^					130^240^					278^ 73^		162^ 103^	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %				(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
SPORTS-SPEC. EDITI-CONT'D																															
		3.00 -	3.30					A	7.5	21	559	1438	437^140^	437^181^	282^261^	24^	87^			719	191^	398^361^	138^271^	195^	78^	87^	87^				
		3.30 -	4.00					A	7.7	21	574	1747	515 216^	515 184^	411^365^	28^	61^			847	234^	466 468	178^281^	256^	86^	129^	129^				
		4.00 -	4.30					A	7.3	20	544	1586	500 191^	520 160^	354^355^	56^	89^			771	205^	336^368^	225^325^	199^	72^	96^	76^				
		4.30 -	5.00					A	7.5	20	559	1726	382^227^	459 227^	333^244^	36^	81^			745	259^	333^290^	197^336^	327^101^	195^	153^					
		5.00 -	5.30					A	7.0	17	522	1567	328^160^	376^122^	208^176^	83^	133^			832	259^	404^325^	155^366^	237^	82^	122^	122^				
		5.30 -	6.00					A	8.6	19	641	1616	419 153^	467 107^	248^221^	86^	189^			879	270^	459 352^	122^359^	188^	81^	82^	74^				
		6.00 -	6.30					A	8.7	18	648	1738	654 168^	711 171^	365^334^	118^	288^			711	216^	318^257^	127^329^	214^108^	102^	45^					
SPORTSWORLD																															
		2 SUN.	3.04P	86	NBC	SE		156				A	7.2	16	536	1834	462 125^	508 260^	297^255^	69^	183^		721	205^	446^396^	112^226^	272^	72^	333^	258^	
		3.00 -	3.30					85				B	7.2	16	536	1834	462 125	508 260	297 255	69 183				721	205	446 396	112 226	272 72	333 258		
		3.30 -	4.00									A	6.2	15	462	1690	390^106^	435^217^	252^196^	63^	168^		706	248^	436^358^	118^216^	262^	78^	287^	207^	
		4.00 -	4.30									A	7.4	17	551	1746	452 136^	486 281^	316^279^	47^	142^		653	224^	392^324^	124^220^	291^	63^	316^	251^	
												A	7.8	17	581	2029	522 129^	578 269^	308^276^	93^	231^		799	156^	505 496	99^239^	267^	80^	385^	304^	
SUPERSTARS																															
		2 SUN.	2.00P	75	ABC	SE		178				A	11.4	28	849	1839	551 205^	578 184^	361 301	88^	177^		733	209^	415 405	103^231^	210^	94^	318	240^	
		2.00 -	2.30					93				B	11.4	28	849	1839	551 205	578 184	361 301	88 177				733	209	415 405	103 231	210 94	318 240		
		2.30 -	3.00									A	9.3	24	693	1737	564 212^	590 139^	338^318^	94^	198^		681	208^	392 377	106^221^	168^	79^	298^	215^	
												A	12.4	30	924	1844	550 202^	577 185^	352 282	97^	193^		756	203^	423 412	108^239^	218^	87^	293	221^	
TARZAN AND SUPER SEVEN 1																															
		SAT.	10.30A	30	CBS	CA		16	193	190		A	8.9	31	663	1848	397 178^	446 230	316 182^	LT	95^		379	246	292 140^	22^	56^	194	87^	829	450
												B	8.7	32	648	1678	316 125	366 208	283 197	15 52			283	152	208 132	27 57	222	98	807	446	
TARZAN AND SUPER SEVEN 2																															
								16	193	190		A	9.6	32	715	1697	347 121^	382 190	244 165^	10^	102^		348	204	263 135^	24^	56^	190	65^	777	419

SAT.	11.00A	30	CBS	CA	99	98	B	9.2	35	685	1666	309 126	372 220	285 201	24 54	256 138	185 116	27 55	232 92	800 430
TARZAN AND SUPER SEVEN 3		16	194	191	A	9.3	31	693	1846	445 166^	470 179^	253 212	15^144^			352 168^	203 153^	17^ 72^	249 130^	775 420
SAT.	11.30A	30	CBS	CA	99	98	B	8.5	32	633	1674	330 136	395 221	297 206	25 68	266 142	192 122	26 56	217 94	796 448
30 MINUTES		11	145	154	A	5.9	17	440	1498	388 148^	431 150^	202^220^	52^136^			465 193^	292 214^	66^157^	238^ 59^	364 173^
SAT.	1.30P	30	CBS	DN	84	87	B	4.9	16	365	1567	435 146	489 229	328 248	30 122	333 144	227 164	40 94	264 110	481 293
TREASURES-BRITISH CROWN(S)		147			A	5.1	9	380	1376	532^161^	534^112^	271^242^	73^252^			712 150^	288^342^	142^355^	27^ 16^	103^ 90^
1 SUN.	4.30P	90	NBC	DO	84															
4.30 - 5.00					A	7.3	13	544	1471	558 229^	558 140^	343^321^	59^200^			796 222^	376^441^	146^324^	34^ 12^	83^ 55^
5.00 - 5.30					A	4.0	7	298	1279	500^134^	500^ 70^	204^221^	81^279^			704^101^	275^339^	150^365^	24^ 20^	51^ 51^
5.30 - 6.00					A	3.9	7	291	1340	532^ 65^	546^117^	219^130^	97^327^			581^ 62^	145^172^	131^409^	17^ 17^	196^ 196^
WHAT'S NEW, MISTER MAGOO		15	67	62	A	1.3	9	97	1680	350^155^	350^195^	288^133^	LT 62^			134^ 92^	134^ LT	LT LT	165^ LT	1031^ 814^
SUN.	9.00A	30	CBS	CA	59	53	B	1.5	10	112	1626	243 43	261 148	192 122	LT 52	244 104	174 124	LT 42	167 LT	954 569
YOGI'S SPACE RACE I		10	198	193	A	4.9	17	365	1773	298^161^	434 322^	377 200^	13^ 32^			321^156^	186^120^	20^135^	86^ 61^	932 546
SAT.	11.00A	30	NBC	CA	92	91	B	5.7	21	425	1613	279 96	350 232	281 180	18 44	246 135	182 124	15 45	209 86	808 491
YOGI'S SPACE RACE II		10	198	193	A	5.1	17	380	1705	259^177^	393 285^	316^176^	19^ 43^			269^128^	172^123^	17^ 97^	126^ 41^	917 537
SAT.	11.30A	30	NBC	CA	93	91	B	5.9	22	440	1590	239 79	313 212	250 175	19 36	214 116	160 107	17 44	203 83	860 515

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JAN. 1, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)																				

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. MON. JAN. 8, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 2, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
TOTAL AUDIENCE (Households (000) & %)							23,840 32.0			23,990 32.2			24,510 32.9			20,860 28.0				17,580 23.6
ABC TV							Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Taxi (R)		(OP)	Starsky & Hutch (R)				
AVERAGE AUDIENCE (Households (000) & %)							21,380			22,350			22,870			19,150				14,970
SHARE OF AUDIENCE %							28.7			30.0			30.7			25.7				20.1
AVG. AUD. BY 1/4 HR. %							41			42			42			36				31
							26.8	30.6		29.8	30.1		30.3	31.1		26.1	25.3		20.9	
																			19.8	
																			19.6	
TOTAL AUDIENCE (Households (000) & %)							29,580 39.7													
CBS TV							(OP) CBS Tuesday Night Movies "THE INCREDIBLE JOURNEY OF DOCTOR MEG LAUREL" (8:00-11:00PM)													
AVERAGE AUDIENCE (Households (000) & %)							21,310													
SHARE OF AUDIENCE %							28.6	23.3*			26.3*			28.2*			30.4*			32.2*
AVG. AUD. BY 1/4 HR. %							42	34 *			37 *			39 *			43 *			49 *
							23.3	23.3	26.0	26.5	27.7	28.6	30.2	30.6	32.0	32.4	32.0	30.4		
TOTAL AUDIENCE (Households (000) & %)							13,630 18.3													
NBC TV							(OP) The American Family "AN ENDANGERED SPECIES?" (8:00-11:00PM)													
AVERAGE AUDIENCE (Households (000) & %)							7,000													
SHARE OF AUDIENCE %							9.4	11.3*			10.5*			9.5*			8.9*			8.4*
AVG. AUD. BY 1/4 HR. %							14	16 *			15 *			13 *			13 *			13 *
							11.8	10.8	10.7	10.2	9.7	9.3	9.2	8.6	8.5	8.3	8.1	7.9		

TOTAL AUDIENCE (Households (000) & %)		25,700 34.5		26,520 35.6		26,000 34.9		20,260 27.2		16,840 22.6	
ABC TV		Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Taxi (R)		(OP) Starsky & Hutch (R)	
AVERAGE AUDIENCE (Households (000) & %)		23,540 31.6		25,030 33.6		23,840 32.0		18,480 24.8		13,560 18.2	
SHARE OF AUDIENCE %		47		49		47		38		30	
AVG. AUD. BY 1/4 HR. %		30.3		33.0		31.9		25.4		19.3	
TOTAL AUDIENCE (Households (000) & %)		12,070 16.2				23,170 31.1					
CBS TV		Paper Chase				(OP)				CBS Tuesday Night Movies "RICO L'OBLO" (9:00-11:00PM)(R)	
AVERAGE AUDIENCE (Households (000) & %)		9,160 12.3		12.1*		16,540 22.2		22.5*		22.2*	
SHARE OF AUDIENCE %		18		18 *		35		30 *		34 *	
AVG. AUD. BY 1/4 HR. %		12.6		11.5		20.1		20.8		22.3	
TOTAL AUDIENCE (Households (000) & %)		13,190 17.7		12.3		13,780 18.5		22.1		23.4	
NBC TV		Grandpa Goes to Washington				(OP)				Big Event "A REPORT 1975" (9:00-11:00PM)(R)	
AVERAGE AUDIENCE (Households (000) & %)		9,980 13.4		13.1*		8,940 12.0		10.4*		11.7*	
SHARE OF AUDIENCE %		20		20 *		20 *		15 *		18 *	
AVG. AUD. BY 1/4 HR. %		13.2		12.9		10.5		10.3		11.7	
TV HOUSEHOLDS USING TV		WK 1		64.0		65.5		66.3		67.3	
(See Def. 1)		WK 2		63.3		64.6		63.9		65.2	
				68.6		70.3		70.9		71.5	
				66.6		67.3		67.5		68.7	
				72.3		73.1		71.4		70.1	
				68.7		69.0		65.4		64.8	
				66.8		65.2		63.9		61.6	
				62.5		60.9		59.9		57.2	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section, Page A-36

EVE. TUE. JAN. 9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 3, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					20,930 28.1				19,220 25.8				16,460 22.1				
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					16,170				15,500				13,260				
SHARE OF AUDIENCE %					21.7				20.8				17.8				
AVG. AUD. BY ¼ HR. %					33	32 *			31				29				
					20.4	21.0	22.7	22.8	20.3	20.5	21.1	21.1	18.0	18.2	18.0	17.0	
TOTAL AUDIENCE (Households (000) & %)					16,460 22.1		14,600 19.6		21,900 29.4								
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					14,450		13,410		16,090								
SHARE OF AUDIENCE %					19.4		18.0		21.6	21.0*		21.2*			22.2*		22.1*
AVG. AUD. BY ¼ HR. %					30		27		33	31 *		31 *			35 *		37 *
					18.7	20.1	17.4	18.7	20.6	21.4	21.4	21.0	22.0	22.4	22.3	21.9	
TOTAL AUDIENCE (Households (000) & %)					15,650 21.0				18,920 25.4								
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					11,990				12,220								
SHARE OF AUDIENCE %					16.1	15.9*		16.3*	16.4	17.4*		17.1*			16.3*		14.9*
AVG. AUD. BY ¼ HR. %					25	24 *		25 *	25	26 *		25 *			26 *		25 *
					16.0	15.8	16.2	16.4	17.2	17.5	17.3	17.0	16.8	15.7	14.9	15.0	
TOTAL AUDIENCE (Households (000) & %)					21,610 29.0				21,380 28.7				15,500 20.8				
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					16,320				17,060				13,930				
SHARE OF AUDIENCE %					21.9	20.1*		23.7*	22.9	22.0*		23.8*	18.7		18.8*		18.5*
AVG. AUD. BY ¼ HR. %					32	30 *		34 *	33	31 *		34 *	29		28 *		30 *
					19.6	20.5	23.3	24.1	21.5	22.6	24.1	23.5	18.8	18.8	18.9	18.2	
TOTAL AUDIENCE (Households (000) & %)					16,090 21.6		19,300 25.9		20,560 27.6								
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					14,380		14,600		14,900								
SHARE OF AUDIENCE %					19.3		19.6	18.9*	20.4*	20.0		20.8*			20.4*		18.6*
AVG. AUD. BY ¼ HR. %					29		28	27 *	29 *	30		30 *			31 *		30 *
					18.3	20.2	18.6	19.2	20.2	20.6	20.9	20.7	20.6	20.2	19.2	18.1	
TOTAL AUDIENCE (Households (000) & %)					26,150 35.1				21,610 29.0								
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					16,320				16,320								
SHARE OF AUDIENCE %					21.9	20.6*		21.7*	23.3*	21.9		21.7*			23.0*		21.1*
AVG. AUD. BY ¼ HR. %					32	31 *		31 *	33 *	33		31 *			34 *		34 *
					20.5	20.6	21.7	21.8	23.6	23.1	21.6	21.8	23.1	22.9	21.4	20.8	
TV HOUSEHOLDS USING TV	WK 1	61.7	63.8	63.9	64.4	64.9	65.3	65.0	66.7	66.7	67.5	68.0	67.4	66.3	63.4	61.0	58.7
(See Def. 1)	WK 2	63.8	64.0	63.6	64.2	66.2	67.8	69.5	70.3	69.9	70.9	70.6	69.8	67.0	66.4	63.8	60.7

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JAN. 4, 1979

WEDNESDAY EVENING TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00		
W E K 1	TOTAL AUDIENCE (Households (000) & %)				26,220 35.2		22,420 30.1		19,520 26.2		17,430 23.4		15,940 21.4						
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)				Mark & Mindy (R)		What's Happening (R)		Barney Miller		Soap		(OP)		Family				
	SHARE OF AUDIENCE %				23,990 32.2		20,490 27.5		17,950 24.1		16,610 22.3		13,410 18.0		18.2* 30 *		17.7* 30 *		
	AVG. AUD. BY ¼ HR. %				48 31.5		40 27.4		35 24.4		33 22.3		30 18.8		30 * 17.6		30 * 17.9		
TOTAL AUDIENCE (Households (000) & %)				16,540 22.2				19,300 25.9						21,380 28.7					
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)				13,930 18.7		17.5* 26 *		19.9* 29 *		16,240 21.8		20.9* 31 *		22.8* 33 *		18,630 25.0		25.1* 41 *	
SHARE OF AUDIENCE %				27 17.0		26 * 17.9		29 * 20.1		32 20.4		31 * 21.4		33 * 22.8		42 25.0		41 * 25.3	
AVG. AUD. BY ¼ HR. %				17.0 25.4		17.9 25.4		20.1 24.3		20.4 24.3		21.4 24.3		22.8 24.3		22.7 24.3		25.0 24.3	
TOTAL AUDIENCE (Households (000) & %)				11,320 15.2				15,270 20.5						10,280 13.8					
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)				8,790 11.8		10.8* 17		12.8* 18 *		12,810 17.2		16.8* 25 *		17.5* 26 *		8,120 10.9		11.1* 18 *	
SHARE OF AUDIENCE %				17 10.8		16 * 10.8		18 * 12.4		25 13.2		25 * 16.3		26 * 17.2		18 17.9		18 * 17.2	
AVG. AUD. BY ¼ HR. %				10.8 11.2		10.8 11.2		12.4 11.0		13.2 10.7		16.3 10.7		17.2 10.7		17.9 10.7		17.2 10.7	

TOTAL AUDIENCE (Households (000) & %)		27,640 37.1		22,800 30.6		20,490 27.5		17,730 23.8		17,060 22.9							
ABC TV		Mark & Mindy		What's Happening		Barney Miller		Soap		(OP)		Family					
AVERAGE AUDIENCE (Households (000) & %)		25,180 33.8		21,980 29.5		18,700 25.1		16,690 22.4				14,010 18.8		19.0*		18.6*	
SHARE OF AUDIENCE %		51		44		38		35				31		31 *		32 *	
AVG. AUD. BY ¼ HR. %		32.4		29.7		25.6		22.6		22.1		18.8		19.3		18.6	
TOTAL AUDIENCE (Households (000) & %)		18,100 24.3				25,330 34.0											
CBS TV		The Waltons		(CP)		Barnaby Jones											
AVERAGE AUDIENCE (Households (000) & %)		14,830 19.9		18.4*		17,210 23.1		19.5*		20.9*				25.9*		25.9*	
SHARE OF AUDIENCE %		30		28 *		32 *		37		30 *		32 *		42 *		45 *	
AVG. AUD. BY ¼ HR. %		17.7		19.1		21.4		19.6		19.4		20.6		21.2		25.2	
TOTAL AUDIENCE (Households (000) & %)		10,880 14.6				14,600 19.6						11,030 14.8					
NBC TV		Mark Twain's America "THOMAS EDISON" (8:00-9:00PM)		(OP)		Quincy, M.E.						NBC Reports "CHINA: A CLASS BY ITSELF" (10:00-11:00PM)					
AVERAGE AUDIENCE (Households (000) & %)		7,300 9.8		9.1*		12,070 16.2		15.5*		16.9*		8,050 10.8		11.7*		10.0*	
SHARE OF AUDIENCE %		15		14 *		16 *		25		26 *		18		19 *		17 *	
AVG. AUD. BY ¼ HR. %		9.7		8.5		10.4		10.5		16.0		16.8		16.9		9.8	

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2
(See Def. 1)	61.5	62.7	63.3	64.5	66.6	68.8	68.8	69.6	67.9	68.8	68.8	68.1	61.8	60.3	59.5	57.8		
	62.6	63.2	62.4	63.3	65.3	66.9	66.1	66.6	65.9	65.7	64.7	64.9	62.0	60.8	59.0	56.9		

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 5, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	17,810 23.9					21,750 29.2												
	ABC TV	Donny and Marie (OP) ABC Friday Night Movie "KILLED GRIZZLY" (9:00-10:30PM) (R)																	
	AVERAGE AUDIENCE (Households (000) & %)	13,040					16,170												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17.5 27 15.2	15.7* 25 * 16.1			19.3* 30 * 18.7	21.7 34 19.6	20.1* 31 * 20.5		21.2* 33 * 20.8				23.1* 37 * 23.3		23.7	23.0* 37 * 20.8		
K 2	TOTAL AUDIENCE (Households (000) & %)	19,370 26.0					21,980 29.5												
	CBS TV	Happy Birthday, Charlie Brown (8:00-9:00PM) (OP) People's Command Performance (9:00-11:00PM) (R)																	
	AVERAGE AUDIENCE (Households (000) & %)	14,010					12,520												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	18.8 29 18.6	18.1* 28 * 17.6			19.5* 30 * 19.5	16.8 27 19.7	18.8* 29 * 18.0		16.6* 26 * 16.9				16.4* 26 * 16.5		15.5	15.5* 26 * 15.6		
K 1	TOTAL AUDIENCE (Households (000) & %)	18,180 24.4					14,230 19.1					17,060 22.9							
	NBC TV	Diff'rent Strokes Joe & Valerie (OP) Rockford Files Eddie Capra Mysteries																	
	AVERAGE AUDIENCE (Households (000) & %)	16,240				12,810		15,350						14,160					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21.8 34 21.2	17.2 26 22.5			20.6 32 17.2	19.8* 31 * 17.1	21.5* 34 * 18.8		21.5* 34 * 21.5				19.0 31 18.6		18.5* 29 * 18.4	19.5* 32 * 20.0		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	16,690 22.4					24,590 33.0												
	ABC TV	Donny and Marie (OP) American Music Awards (9:00-11:00PM) (R)																	
	AVERAGE AUDIENCE (Households (000) & %)	12,370					16,990												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	16.6 26 14.7	15.1* 24 * 15.6			18.0* 28 * 17.4	22.8 35 21.9	22.2* 34 * 22.6		22.6* 34 * 22.4				23.6* 37 * 23.9		23.1	22.9* 36 * 22.7		
K 2	TOTAL AUDIENCE (Households (000) & %)	17,280 23.2					20,120 27.0												
	CBS TV	Wonder Woman (OP) Incredible Hulk (R)																	
	AVERAGE AUDIENCE (Households (000) & %)	12,890					14,160												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17.3 27 15.8	15.6* 25 * 15.4			19.0* 30 * 18.8	19.0 29 18.6	18.7* 29 * 18.8		19.3* 29 * 19.4				18.9* 29 * 19.1		18.9* 30 * 19.2	18.9* 30 * 18.6		
K 2	TOTAL AUDIENCE (Households (000) & %)	20,040 26.9					13,340 17.9					17,950 24.1							
	NBC TV	Diff'rent Strokes Joe & Valerie (OP) Rockford Files Eddie Capra Mysteries																	
	AVERAGE AUDIENCE (Households (000) & %)	17,810				12,440		14,970						14,300					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23.9 38 23.3	16.7 26 24.6			20.1 31 16.8	19.5* 30 * 19.2	20.8* 31 * 20.6		20.8* 31 * 20.9				19.2 30 18.6		18.7* 29 * 18.8	19.7* 31 * 19.6		
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		59.5	60.9	61.5	61.9	63.7	64.3	64.7	65.8	64.5	64.9	64.0	64.0	63.0	62.7	62.4	59.0		
WK 2		58.5	59.7	60.7	61.5	62.4	63.6	63.2	64.5	65.1	65.8	66.4	66.4	65.0	64.1	63.6	62.3		

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JAN 6, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,440 16.7			12,670 17.0				20,860 28.0						22,280 29.9
	ABC TV					Welcome Back, Kotter (R)			Carter Country	Love Boat (R)					Fantasy Island (R)				
	AVERAGE AUDIENCE (Households (000) & %)					11,250 15.1			11,990 16.1	18,250 24.5			23.6*			25.4*	25.2	25.1*	25.3*
	SHARE OF AUDIENCE %					25			26	39			38 *			41 *	44	43 *	44 *
AVG. AUD. BY 1/4 HR. %		14.2				14.4	15.7	15.6	16.6	22.7	24.5	25.0	25.8	24.7	25.4	25.3	25.4		
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,880 24.0											6,560 8.8		
	CBS TV					CBS Saturday Night Movie "MR. BILLION" (8:00-10:00PM) (OP)										CBS Reports "PERSPECTIVE: A CONVERSATION BETWEEN ERIC SEVAREID AND WALTER CRONKITE" (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					10,730 14.4	15.3*			14.2*	14.5*			13.7*	6.1	6.6*	5.6*		
	SHARE OF AUDIENCE %					23	25 *			23 *	23 *			22 *	11	11 *	10 *		
AVG. AUD. BY 1/4 HR. %						15.9	14.7	14.3	14.1	14.6	14.5	14.4	13.0	7.2	5.9	5.7	5.4		
W E K 3	TOTAL AUDIENCE (Households (000) & %)					20,930 28.1								23,240 31.2					
	NBC TV					Chips							NBC Saturday Night Movies "THE EIGER SANCTION" (9:00-11:11PM)(R)(2)						
	AVERAGE AUDIENCE (Households (000) & %)					17,060 22.9	22.0*			23.7*	19.8	18.5*			17.6*			20.8*	21.7*
	SHARE OF AUDIENCE %					37	36 *			38 *	33	30 *			28 *			36 *	38 *
AVG. AUD. BY 1/4 HR. %						21.2	22.8	23.9	23.6	18.8	18.2	17.2	18.0	20.6	21.1	21.4	21.9		
W E K 4	TOTAL AUDIENCE (Households (000) & %)					12,810 17.2			11,850 15.9				18,630 25.0						18,770 25.2
	ABC TV					Welcome Back, Kotter			Carter Country	Love Boat					Fantasy Island				
	AVERAGE AUDIENCE (Households (000) & %)					11,250 15.1			11,550 15.5	16,320 21.9			21.7*			22.1*	20.0	19.4*	20.5*
	SHARE OF AUDIENCE %					24			24	33			33 *			33 *	32	31 *	34 *
AVG. AUD. BY 1/4 HR. %						14.2	16.0	15.3	15.6	21.2	22.2	22.2	22.0	19.7	19.2	19.5	21.5		
W E K 5	TOTAL AUDIENCE (Households (000) & %)					16,540 22.2											19,150 25.7		
	CBS TV					White Shadow										G.E. Theatre "CHAMPIONS: A LOVE STORY" (9:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					13,040 17.5	17.5*			17.5*	19.1	18.4*			19.2*			19.4*	19.4*
	SHARE OF AUDIENCE %					27	28 *			27 *	30	28 *			29 *			31 *	32 *
AVG. AUD. BY 1/4 HR. %						17.5	17.4	17.4	17.6	18.1	18.7	19.0	19.4	19.5	19.4	19.4	19.3		
W E K 6	TOTAL AUDIENCE (Households (000) & %)					22,420 30.1								19,590 26.3					
	NBC TV					Chips							NBC Saturday Night Movies "WHO IS KILLING THE STUNTMEN?" (9:00-11:00PM)			(3)			
	AVERAGE AUDIENCE (Households (000) & %)					18,400 24.7	23.5*			25.9*	19.6	20.0*			19.8*			20.0*	18.1*
	SHARE OF AUDIENCE %					39	37 *			40 *	30	31 *			30 *			31 *	30 *
AVG. AUD. BY 1/4 HR. %						22.9	24.2	25.8	26.1	20.2	19.8	19.7	19.8	20.1	19.9	19.1	15.6		
TV HOUSEHOLDS USING TV WK 1																			
(See Def. 1)																			
WK 2																			
	57.0	58.6	59.4	60.2	61.3	61.8	61.6	61.7	62.7	62.7	62.0	62.0	58.3	57.5	57.5	57.8			
	60.1	60.8	61.5	62.8	62.6	64.0	64.1	64.8	65.3	65.6	66.1	66.3	64.1	63.0	61.7	59.6			

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

A-14

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 7, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	11,100 14.9				15,570 20.9				26,450 35.5								
ABC TV	<div>Hardy Boys Mysteries (R)</div> <div>Two-Five (5:00-9:00PM)</div> <div>(OP)</div> <div>ABC Sunday Night Movie "YOU ONLY LIVE TWICE" (9:00-11:25PM)(R)</div>																
AVERAGE AUDIENCE (Households (000) & %)	8,270				10,950				16,390								
SHARE OF AUDIENCE %	11.1	10.1*			14.7				22.0				20.1*				24.0*
AVG. AUD. BY 1/4 HR. %	16	15 *			20				34				29 *				40 *
	9.6	10.7	11.6	12.3	13.5	13.6	15.5	16.4	17.8	19.1	19.9	20.3	24.2	24.1	23.8	24.2	
TOTAL AUDIENCE (Households (000) & %)							30,250 40.6				22,720 30.5		22,500 30.2				
CBS TV	<div>CBS NFL Championship Game "DALLAS VS. LOS ANGELES" (5:00-8:30PM)</div> <div>60 Minutes</div> <div>All In The Family</div> <div>Dallas</div>																
AVERAGE AUDIENCE (Households (000) & %)							23,990				20,560		19,150				
SHARE OF AUDIENCE %		39.5*			39.3*		38.4*	32.2	32.4*		31.9*	27.6	25.7	26.1*			25.2*
AVG. AUD. BY 1/4 HR. %		58 *			56 *		54 *	45	45 *		44 *	39	39	39 *			39 *
	39.3	39.6	39.0	39.7	40.1	36.8	32.4	32.5	32.7	31.1	26.9	28.3	26.7	25.5	25.6	24.9	
TOTAL AUDIENCE (Households (000) & %)	16,910 22.7				24,290 32.6								11,400 15.3				
NBC TV	<div>Wonderful World of Disney "DONOVAN'S KID" P. I</div> <div>Big Event "THE SEA GYPSIES" (8:00-10:00PM) (OP)</div> <div>Weekend</div>																
AVERAGE AUDIENCE (Households (000) & %)	12,520				16,170								8,790				
SHARE OF AUDIENCE %	16.8	15.4*			21.7				22.5*			22.6*	11.8	12.6*			11.0*
AVG. AUD. BY 1/4 HR. %	24	23 *			30				31 *			32 *	19	20 *			18 *
	15.1	15.7	18.0	18.6	18.1	20.3	22.4	22.6	22.3	22.5	23.9	21.2	12.9	12.4	11.6	10.5	
TOTAL AUDIENCE (Households (000) & %)	13,630 18.3				18,920 25.4				31,510 42.3								
ABC TV	<div>Hardy Boys Mysteries</div> <div>Battlestar: Galactica</div> <div>(OP)</div> <div>ABC Sunday Night Movie "THE DALLAS COWBOYS CHEERLEADERS" (9:00-11:00PM)</div>																
AVERAGE AUDIENCE (Households (000) & %)	10,880				16,320				24,590								
SHARE OF AUDIENCE %	14.6	14.2*			21.9				33.0			33.0*		34.2*			33.8*
AVG. AUD. BY 1/4 HR. %	22	21 *			30				48			46 *		50 *			52 *
	14.0	14.3	14.5	15.4	21.5	21.7	21.9	22.5	30.3	32.0	32.5	33.5	34.6	33.8	34.3	33.2	
TOTAL AUDIENCE (Households (000) & %)	27,710 37.2				22,950 30.8		21,310 28.6		16,240 21.8				16,690 22.4				
CBS TV	<div>60 Minutes</div> <div>All In The Family</div> <div>Alice</div> <div>(OP)</div> <div>Kaz</div> <div>Dallas</div>																
AVERAGE AUDIENCE (Households (000) & %)	22,800				20,260		19,970		13,480				14,600				
SHARE OF AUDIENCE %	30.6	29.8*			27.2		26.8		18.1	18.4*		17.8*	19.6	19.4*			19.8*
AVG. AUD. BY 1/4 HR. %	45	45 *			38		37		25	26 *		25 *	30	29 *			30 *
	28.8	30.9	31.7	31.1	26.4	28.1	26.8	26.8	18.8	17.9	17.6	17.9	19.0	19.8	20.2	19.4	
TOTAL AUDIENCE (Households (000) & %)	15,420 20.7				20,260 27.2								9,540 12.8				
NBC TV	<div>Wonderful World of Disney "DONOVAN'S KID" P. II</div> <div>Centennial (OP)</div> <div>Weekend</div>																
AVERAGE AUDIENCE (Households (000) & %)	12,740				13,930								7,150				
SHARE OF AUDIENCE %	17.1	16.6*			18.7		19.2*		19.6*			17.2*	9.6	10.3*			8.9*
AVG. AUD. BY 1/4 HR. %	25	25 *			26		27 *		27 *			24 *	14	15 *			14 *
	16.3	16.9	17.1	18.3	19.3	19.1	19.5	19.6	19.5	18.5	18.4	16.1	10.8	9.9	9.0	8.7	
TV HOUSEHOLDS USING TV WK 1 (See Def. I)	67.5	69.3	70.5	71.3	72.6	73.3	73.4	73.3	72.3	71.8	70.9	69.5	65.4	63.1	61.1	60.0	
WK 2	65.1	67.3	68.7	70.2	71.1	71.8	72.3	73.0	72.3	71.8	71.5	70.6	68.3	67.2	66.0	64.0	

U. S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

EVE. SUN. JAN. 14, 1979

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	4,990 6.7																		
	ABC TV	ABC Sunday Night Movie (1) ABC Weekend Report-Sunday																		
	AVERAGE AUDIENCE (Households (000) & %)	4,770 6.4																		
	SHARE OF AUDIENCE %	17																		
	AVG. AUD. BY ¼ HR. %	24.5 6.9 6.2																		
	TOTAL AUDIENCE (Households (000) & %)	6,260 8.4																		
	CBS TV	CBS Sunday News-Bradley Late Movie I (2) (OP)																		
	AVERAGE AUDIENCE (Households (000) & %)	6,180 8.3																		
	SHARE OF AUDIENCE %	15																		
	AVG. AUD. BY ¼ HR. %	8.3 9.6 9.2 8.2 8.1 7.9																		
1	TOTAL AUDIENCE (Households (000) & %)	4,170 5.6																		
	NBC TV	NBC Late Night Movie Tonight Show (2) Tomorrow Show (2)(OP)																		
	AVERAGE AUDIENCE (Households (000) & %)	2,090 2.8																		
	SHARE OF AUDIENCE %	13																		
	AVG. AUD. BY ¼ HR. %	2.8 2.7 3.1 3.2 3.1 10.1 9.1 8.1 7.0 5.9 5.7 2.9 2.2																		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		7,450 10.0 ABC Weekend Report- Sunday																
	AVERAGE AUDIENCE (Households (000) & %)		7,080 9.5																
	SHARE OF AUDIENCE %		18																
	AVG. AUD. BY ¼ HR. %		9.5																
TOTAL AUDIENCE (Households (000) & %)		5,140 6.9		7,670 10.3															
AVERAGE AUDIENCE (Households (000) & %)		5,220 7.0		5,740 7.7															
SHARE OF AUDIENCE %		13		27															
AVG. AUD. BY ¼ HR. %		7.0		9.3															
TOTAL AUDIENCE (Households (000) & %)		4,770 6.4		10,130 13.6				2,530 3.4											
AVERAGE AUDIENCE (Households (000) & %)		1,940 2.6		6,030 8.1				1,860 2.5											
SHARE OF AUDIENCE %		11		28				19											
AVG. AUD. BY ¼ HR. %		4.2		10.1				2.9											
TV HOUSEHOLDS USING TV		WK 1		WK 2															
(See Def. 1)		WK 1		WK 2															

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-18

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 1-5, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)			2,530 3.4					4,020 5.4											
		Good Morning, America																			
		(Co-op)			(Participating)			(Co-op)			(Participating)										
		AVERAGE AUDIENCE (Households (000) & %)			1,940 2.6						3,350 4.5										
		SHARE OF AUDIENCE %			20						25										
		AVG. AUD. BY 1/4 HR. %			2.5	2.8				4.4	4.5										
K	CBS TV	TOTAL AUDIENCE (Households (000) & %)		2,680 3.6			3,870 5.2								5,440 7.3		6,630 8.9				
		CBS Morning News																			
		(Co-op)			(Participating)																
		AVERAGE AUDIENCE (Households (000) & %)		1,710 2.3			2,310 3.1		2.6*		3,580 4.8					All In The Family TU F (S)(OP) 4,620 6.2		Price is Right 1 TUVF (S)(OP) 5,660 7.6			
		SHARE OF AUDIENCE %		19			19 *		17 *		20 *					29		32			
		AVG. AUD. BY 1/4 HR. %		2.1	2.3	2.5	2.5	2.8	3.2	3.8				5.8	6.6	7.3	7.9				
1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,170 5.6					4,400 5.9					4,170 5.6		4,620 6.2				
		Today Show																			
		(Co-op)			(Participating)			(Co-op)			(Participating)										
		AVERAGE AUDIENCE (Households (000) & %)		3,350 4.5			3,580 4.8				3,580 4.8					Card Sharks 3,500 4.7		Jeopardy (1) 4,020 5.4			
		SHARE OF AUDIENCE %		30			31				31					20		20			
		AVG. AUD. BY 1/4 HR. %		4.5	4.6				4.7	4.8				4.5	4.9	5.4	5.4				
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)			2,830 3.8					4,020 5.4											
		Good Morning, America																			
		(Co-op)			(Participating)			(Co-op)			(Participating)										
		AVERAGE AUDIENCE (Households (000) & %)		2,160 2.9							3,350 4.5										
		SHARE OF AUDIENCE %		20							25										
		AVG. AUD. BY 1/4 HR. %		2.9	3.1				4.3	4.7											
K	CBS TV	TOTAL AUDIENCE (Households (000) & %)		3,050 4.1			3,580 4.8								5,220 7.0		5,960 8.0				
		CBS Morning News																			
		(Co-op)			(Participating)																
		AVERAGE AUDIENCE (Households (000) & %)		1,940 2.6			2,160 2.9		2.4*		3,580 4.8					All In The Family 4,400 5.9		Price is Right 1 5,140 6.9			
		SHARE OF AUDIENCE %		19			18 *		15 *		19 *					29		32			
		AVG. AUD. BY 1/4 HR. %		2.6	2.6	2.6	2.1	2.6	3.3	3.6				5.6	6.3	6.6	7.3				
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,400 5.9					4,920 6.6					3,800 5.1		4,320 5.8				
		Today Show																			
		(Co-op)			(Participating)			(Co-op)			(Participating)										
		AVERAGE AUDIENCE (Households (000) & %)		3,650 4.9							3,870 5.2					Card Sharks 3,280 4.4		All Star Secrets (1) 3,800 5.1			
		SHARE OF AUDIENCE %		31							32					22		24			
		AVG. AUD. BY 1/4 HR. %		4.8	5.0				5.0	5.4				4.2	4.6	4.9	5.3				
TV HOUSEHOLDS USING TV			WK 1	6.3	8.3	10.6	11.6	13.1	14.6	15.4	16.2	17.7	19.8	21.0	22.0	23.1	24.5	26.1	27.4		
(See Def. 1)			WK 2	6.9	9.1	11.5	12.9	14.0	15.4	16.0	16.7	17.7	19.1	19.9	20.4	20.5	21.1	21.5	22.4		

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-19 (1) "NBC NEWS UPDATE", (SUS).

DAY MON.-FRI. JAN. 8-12, 1979

A-20

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 1-5, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,810 7.8		7,520 10.1		5,590 7.5		6,930 9.3		9,830 13.2				9,090 12.2				
AVERAGE AUDIENCE (Households (000) & %)	4,920 6.6		6,630 8.9		4,770 6.4		5,960 8.0		7,520 10.1*				6,850 9.2				9.7*
SHARE OF AUDIENCE %	23		28		19		24		29				30				32 *
AVG. AUD. BY ¼ HR. %	6.1	7.1	8.5	9.3	6.2	6.6	7.8	8.3	9.8	10.3	10.0	10.0	8.7	8.8	9.5		9.8
PROGRAMS	Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children (1)				One Life to Live TJ-F (S)(OP)				
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	6,850 9.2		5,590 7.5		8,270 11.1		7,000 9.4				7,900 10.6					8,050 10.8	
AVERAGE AUDIENCE (Households (000) & %)	6,030 8.1		4,990 6.7		7,300 9.8		6,260 8.4				6,180 8.3					6,030 8.1	8.0*
SHARE OF AUDIENCE %	32		25		34		28				27					26	26 *
AVG. AUD. BY ¼ HR. %	8.0	8.3	6.8	6.6	9.5	10.2	8.6	8.2			7.7	7.9*	8.1	9.0	8.6	8.0	8.0
PROGRAMS	Price is Right 2 TUF (S)(OP)		Love Of Life (OP) TU-F (S)(OP)		Young & the Restless TU (S)(OP)		Search for Tomorrow TU-F (S)(OP)				As The World Turns TU-F (S)(OP)					Guiding Light TU-F (S)(OP)	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,220 7.0		5,660 7.6		5,290 7.1				4,470 6.0		7,670 10.3					5,290 7.1	
AVERAGE AUDIENCE (Households (000) & %)	4,540 6.1		4,920 6.6		2,910 3.9				3,650 4.9		5,740 7.7					4,840 6.5	
SHARE OF AUDIENCE %	21		25		13		13 *		16		22					21	
AVG. AUD. BY ¼ HR. %	6.3		7.380 9.9		5,510 7.4		6,780 9.1		9,690 13.0				8,720 11.7			6.5	6.5
PROGRAMS	Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children (1)				One Life to Live				
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,480 8.7		4,990 6.7		7,750 10.4		7,150 9.6				8,120 10.9					8,120 10.9	
AVERAGE AUDIENCE (Households (000) & %)	5,660 7.6		4,620 6.2		6,930 9.3		6,330 8.5				6,260 8.4					6,410 8.6	8.5*
SHARE OF AUDIENCE %	33		24		33		30				28					27	28 *
AVG. AUD. BY ¼ HR. %	7.6	7.7	6.1	6.2	9.1	9.5	8.7	8.3			7.5	7.8*	8.0	9.0	8.8	8.5	8.5
PROGRAMS	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow				As The World Turns					Guiding Light	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,140 6.9		6,180 8.3		3,580 4.8		4,320 5.8		4,540 6.1		7,300 9.8					6,030 8.1	
AVERAGE AUDIENCE (Households (000) & %)	4,620 6.2		5,360 7.2		3,130 4.2		3,650 4.9		3,870 5.2		5,810 7.8					5,440 7.3	
SHARE OF AUDIENCE %	27		28		15		17		18		26					24	
AVG. AUD. BY ¼ HR. %	6.2	6.2	7.1	7.3	4.2	4.2	4.7	5.1	5.1	5.3	7.4	7.7	8.1	8.1	7.2	7.5	
PROGRAMS	High Rollers		Wheel of Fortune (2)		Jeopardy		Password Plus (2)		Hollywood Squares		Days Of Our Lives					The Doctors (2)	

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

28.4	29.8	31.2	32.5	33.5	34.3	34.0	34.3	34.3	34.6	34.7	35.1	35.1	35.4	34.9	35.6
23.0	24.0	25.6	26.7	27.6	28.7	28.8	29.1	29.3	29.9	29.7	30.4	30.4	30.6	30.8	31.8

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-21

(1) "ABC NEWSBRIEF", (SUS.).

(2) "NBC NEWS UPDATE", (SUS.).

(3) "DAYS OF OUR LIVES", NBC, MON., (2:00-3:00PM), FOR REMAINING RATINGS, SEE OP PAGES.

DAY MON.-FRI. JAN. 8-12, 1979

A-22

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 1-5, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,090 12.2				5,140 6.9											10,430 14.0	
AVERAGE AUDIENCE (Households (000) & %)	7,230 9.7				4,470 6.0											9,160 12.3	
SHARE OF AUDIENCE %	29				17											20	
AVG. AUD. BY 1/4 HR. %	9.4	9.4*	9.9	10.1	6.0	6.0										11.9	12.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,300 9.8		4,250 5.7											14,380 19.3	
AVERAGE AUDIENCE (Households (000) & %)			6,180 8.3		3,730 5.0											12,740 17.1	
SHARE OF AUDIENCE %			26*	24	14											28	
AVG. AUD. BY 1/4 HR. %	8.1	8.4	7.7	8.9	4.9	5.1										16.9	17.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,050 10.8															12,590 16.9	
AVERAGE AUDIENCE (Households (000) & %)	6,030 8.1															11,030 14.8	
SHARE OF AUDIENCE %	22															25	
AVG. AUD. BY 1/4 HR. %	9.2	7.8*	8.4*													14.7	15.0
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,230 9.7				4,400 5.9											8,640 11.6	
AVERAGE AUDIENCE (Households (000) & %)	7,230 9.7				4,400 5.9											8,640 11.6	
SHARE OF AUDIENCE %	29				17											19	
AVG. AUD. BY 1/4 HR. %	9.0	9.4*	10.0	10.3	5.9	5.8										11.1	12.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,380 9.9		4,620 6.2											14,380 19.3	
AVERAGE AUDIENCE (Households (000) & %)			6,260 8.4		4,020 5.4											12,810 17.2	
SHARE OF AUDIENCE %			27*	24	15											28	
AVG. AUD. BY 1/4 HR. %	8.7	8.7	8.0	8.8	5.2	5.6										17.0	17.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,420 11.3															12,810 17.2	
AVERAGE AUDIENCE (Households (000) & %)	6,330 8.5															11,250 15.1	
SHARE OF AUDIENCE %	25															25	
AVG. AUD. BY 1/4 HR. %	8.0	8.1*	8.9*													14.9	15.2
TV HOUSEHOLDS USING TV																	
WK 1	36.2	37.3	38.1	39.4	39.1	40.3	40.8	42.8	45.3	47.7	49.3	52.0	55.7	58.3	60.0	61.9	
WK 2	32.4	33.8	34.1	35.9	35.5	37.2	38.5	40.2	42.5	45.1	47.8	50.9	55.3	57.7	59.7	61.3	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

A-23 (1) "ABC NEWS UPDATE", (SUS.).

DAY MON.-FRI. JAN 8-12, 1979

A-24

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 6, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)						2,830 3.8		3,650 4.9		5,660 7.6		5,510 7.4		5,740 7.7		5,960 8.0		
	ABC TV								Scooby's All-Stars I (OP)	Scooby's All-Stars II		Scooby's All-Stars III (OP)	Challenge of the Superfriends 1	Challenge of the Superfriends 2	Challenge of the Superfriends 3 (OP)				
	AVERAGE AUDIENCE (Households (000) & %)						2,010		2,980		4,470		4,770		4,770		5,440		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						2.7 26 2.4		4.0 24 3.4		6.0 27 5.7		6.4 25 6.4		6.4 24 6.7		7.3 27 6.2		7.3
E	TOTAL AUDIENCE (Households (000) & %)						3,350 4.5		4,770 6.4		6,850 9.2		8,570 11.5		9,010 12.1		7,000 9.4		
	CBS TV								All New Popeye Hour I (OP)	All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner I (OP)	Bugs Bunny/ Road Runner 2 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Tarzan & the Super Seven I				
	AVERAGE AUDIENCE (Households (000) & %)						2,610		3,580		5,810		7,600		7,970		6,030		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						3.5 32 3.1		4.8 29 4.3		7.8 36 7.2		10.2 40 8.4		10.7 40 10.4		8.1 29 8.2		7.9
K	TOTAL AUDIENCE (Households (000) & %)						1,420 1.9		3,350 4.5		4,100 5.5		4,840 6.5		4,920 6.6		6,850 9.2		
	NBC TV							Baggy Pants & the Nitwits (SUS.)	Galaxy Goof-Ups	Fantastic Four		Godzilla Super 90 I	Godzilla Super 90 II	Godzilla Super 90 III (OP)	Daffy Duck (OP)				
	AVERAGE AUDIENCE (Households (000) & %)						1,120		2,830		3,500		4,020		4,020		5,510		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						1.5 15 3,050 4.1		3.8 25 5,510 7.4		4.7 22 6,410 8.6		5.4 21 5,140 6.9		5.4 20 6,180 8.3		7.4 27 7,150 9.6		7.8
1	TOTAL AUDIENCE (Households (000) & %)								Scooby's All-Stars I (OP)	Scooby's All-Stars II		Scooby's All-Stars III (OP)	Challenge of the Superfriends 1	Challenge of the Superfriends 2	Challenge of the Superfriends 3 (OP)				
	AVERAGE AUDIENCE (Households (000) & %)						2,460		4,020		5,290		4,540		5,290		6,180		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						3.3 32 3.0		5.4 29 4.8		7.1 30 6.8		6.1 25 7.3		7.1 27 6.3		8.3 29 8.3		8.2
	TOTAL AUDIENCE (Households (000) & %)						3,350 4.5		5,660 7.6		7,000 9.4		9,010 12.1		9,830 13.2		8,200 11.0		
W	TOTAL AUDIENCE (Households (000) & %)								All New Popeye Hour I (OP)	All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner I (OP)	Bugs Bunny/ Road Runner 2 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Tarzan & the Super Seven I				
	AVERAGE AUDIENCE (Households (000) & %)						2,380		4,400		5,960		7,820		8,200		7,230		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						3.2 28 2.4		5.9 34 5.6		8.0 36 7.5		10.5 41 8.6		11.0 39 10.3		9.7 33 9.7		9.7
	TOTAL AUDIENCE (Households (000) & %)						1,710 2.3		3,650 4.9		4,400 5.9		5,220 7.0		5,070 6.8		5,890 7.9		
E	TOTAL AUDIENCE (Households (000) & %)								Baggy Pants & the Nitwits (SUS.)	Galaxy Goof-Ups	Fantastic Four		Godzilla Super 90 I	Godzilla Super 90 II	Godzilla Super 90 III (OP)	Daffy Duck (OP)			
	AVERAGE AUDIENCE (Households (000) & %)						1,420		2,830		3,870		4,690		4,620		4,990		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						1.9 18 1.7		3.8 23 3.2		5.2 25 5.2		6.3 26 5.3		6.2 23 6.1		6.7 23 6.5		6.9
	TOTAL AUDIENCE (Households (000) & %)																		
K	TOTAL AUDIENCE (Households (000) & %)																		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
2	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
TV HOUSEHOLDS USING TV		WK 1	4.2	4.7	6.0	8.3	10.6	13.2	15.1	18.1	20.6	22.8	25.0	26.7	27.0	27.4	27.9	29.2	29.2
(See Def. 1)		WK 2	4.5	5.1	6.5	8.6	10.1	12.8	15.7	19.1	21.4	23.5	25.0	26.2	27.7	28.5	29.2	30.3	30.3
U.S. TV Households: 74,500,000																			

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

DAY SAT. JAN. 13, 1979

A-26

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 6, 1979

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E K 1	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)		7,300 9.8		7,000 9.4		6,110 8.2		7,450 10.0									9,690 13.0	
	AVERAGE AUDIENCE (Households (000) & %)		6,030 8.1		5,810 7.8		5,070 6.8		5,070 6.8		6.0*		7.6*					5,960 8.0	6.6*
	SHARE OF AUDIENCE %		30		26		22		21		19 *		23 *					21	18 *
	AVG. AUD. BY 1/4 HR. %		7.8	8.4	7.9	7.6	6.8	6.8	5.8	6.3	7.6	7.6					6.5	6.7	
	TOTAL AUDIENCE (Households (000) & %)		8,940 12.0		8,640 11.6		6,180 8.3		7,230 9.7		4,770 6.4		5,590 7.5					18,100 24.3	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)		6,930 9.3		7,080 9.5		5,140 6.9		5,890 7.9		3,870 5.2		4,620 6.2					5,740 7.7	7.7*
	SHARE OF AUDIENCE %		32		31		21		24		15		18					20	23 *
	AVG. AUD. BY 1/4 HR. %		9.5	9.1	9.2	9.8	7.3	6.4	7.7	8.1	4.9	5.5	6.3	6.2			8.0	7.4	
W E K 2	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)		3,950 5.3		4,540 6.1		4,920 6.6		4,770 6.4				9,390 12.6						
	AVERAGE AUDIENCE (Households (000) & %)		3,430 4.6		3,430 4.6		4,250 5.7		3,950 5.3				4,100 5.5						
	SHARE OF AUDIENCE %		16		15		19		17				16						
	AVG. AUD. BY 1/4 HR. %		9.4		8.2		8.5		8.5		5.0		5.4	5.1*	5.5	5.6	5.6	5.6	
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)		5,590 7.5		6,630 8.9		5,740 7.7		5,220 7.0		6.3*		7.7*						
	SHARE OF AUDIENCE %		28		30		25		22		20 *		24 *						
	AVG. AUD. BY 1/4 HR. %		6.9	8.1	8.5	9.2	7.5	7.8	6.1	6.6	7.7	7.7							
	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)		9,240 12.4		7,900 10.6		6,630 8.9		8,640 11.6		5,290 7.1		4,840 6.5						
	AVERAGE AUDIENCE (Households (000) & %)		7,300 9.8		6,710 9.0		5,590 7.5		6,930 9.3		4,250 5.7		4,170 5.6						
	SHARE OF AUDIENCE %		33		30		24		29		18		17						
	AVG. AUD. BY 1/4 HR. %		10.6	9.0	9.1	8.8	7.6	7.5	9.1	9.6	5.8	5.6	5.6	5.5					
W E K 2	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)		4,920 6.6		5,070 6.8		5,140 6.9		4,320 5.8						8,200 11.0				
	AVERAGE AUDIENCE (Households (000) & %)		3,870 5.2		4,170 5.6		4,470 6.0		3,580 4.8						3,580 4.8				
	SHARE OF AUDIENCE %		18		19		19		15						4.1*				
	AVG. AUD. BY 1/4 HR. %		5.1	5.4	5.8	5.5	6.0	5.9	5.1	4.6					12 *				
	TV HOUSEHOLDS USING TV																		
	WK 1 (See Def. 1)		29.1	29.5	29.6	30.5	30.9	31.2	31.6	31.6	33.5	34.5	33.8	33.7	34.0	33.7	33.9	34.5	
	WK 2		29.8	29.7	29.7	30.7	30.9	31.5	31.7	32.4	31.9	32.5	32.9	33.9	34.0	34.7	35.1	35.9	
	U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).																		
	* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.																		
	(1) "SPORTS SPECTACULAR SPECIAL EDITION", CBS, (2:30-4:15PM)(S).																		

A-27

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. JAN. 13, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 6, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
TOTAL AUDIENCE (Households (000) & %)	21,160 28.4																
ABC TV	<div>Pro Bowlers Tour</div> <div>ABC Wide World of Sports "HULA BOWL" (4:00-7:15PM)</div>																
AVERAGE AUDIENCE (Households (000) & %)	8,340																
SHARE OF AUDIENCE %		8.6*			8.7*				9.8*		11.3*		11.0*		12.0*		12.7*
AVG. AUD. BY 1/4 HR. %	8.0	9.3	9.7	7.8	8.9	9.3	9.6	10.0	10.7	11.8	10.9	11.2	11.7	12.3	12.5	12.9	
TOTAL AUDIENCE (Households (000) & %)	9,010 12.1																
CBS TV	<div>Sports Spectacular Special Edition "EAST-WEST SHRINE GAME" (2:30-6:21PM)</div> <div>CBS Saturday News with Bob Schieffer</div>																
AVERAGE AUDIENCE (Households (000) & %)	7,600																
SHARE OF AUDIENCE %		7.5*			7.7*				7.5*				8.6*		8.7*		10.2
AVG. AUD. BY 1/4 HR. %	7.3	7.6	8.1	7.3	7.4	7.2	7.6	7.3	6.8	7.3	8.8	8.5	8.7	8.5	9.5	10.8	
TOTAL AUDIENCE (Households (000) & %)	2,530 3.4																
NBC TV	<div>NCAA Basketball Game "VARIOUS TEAMS & TIMES" (1:30-3:57PM) ~</div> <div>NBC Nightly News-Sat.</div>																
AVERAGE AUDIENCE (Households (000) & %)	3,800																
SHARE OF AUDIENCE %		6.0*			5.1				4.9*		5.0*		5.7*		8.6*		11.6
AVG. AUD. BY 1/4 HR. %	6.1	5.8	2.6	4.2	5.3	4.6	4.7	5.3	5.8	5.5					11.5	11.8	

TOTAL AUDIENCE (Households (000) & %)	11,920 16.0																
ABC TV	<div>Pro Bowlers Tour</div> <div>ABC Wide World of Sports</div> <div>ABC World News Tonight-Saturday</div>																
AVERAGE AUDIENCE (Households (000) & %)	7,000																
SHARE OF AUDIENCE %		9.4	8.3*						10.2*		15.2		15.6*		17.2*		6.9
AVG. AUD. BY 1/4 HR. %		23	21 *						24 *		30		31 *		31 *		12
TOTAL AUDIENCE (Households (000) & %)	6,330 8.5																
CBS TV	<div>Masters Tennis Tournament (3:00-4:30PM)</div> <div>CBS Sports Spectacular</div> <div>CBS Saturday News with Bob Schieffer</div>																
AVERAGE AUDIENCE (Households (000) & %)	3,130																
SHARE OF AUDIENCE %		4.2	3.4*						4.8*		9.5		10.0*		9.5*		13.2
AVG. AUD. BY 1/4 HR. %		11	9 *						12 *		21		22 *		19 *		23
TOTAL AUDIENCE (Households (000) & %)	10,430 14.0																
NBC TV	<div>NCAA Basketball Game "VARIOUS TEAMS & TIMES" (2:00-4:18PM) ~</div> <div>Bob Hope Golf (4:00-6:00PM)</div> <div>NBC Nightly News-Sat.</div>																
AVERAGE AUDIENCE (Households (000) & %)	4,690																
SHARE OF AUDIENCE %		4.8*			5.8*				6.1*		6.7*		7.4*		10.1		17
AVG. AUD. BY 1/4 HR. %		13 *			14 *				15 *		15 *		16 *		17		10.0

TV HOUSEHOLDS USING TV WK 1	35.5	36.7	37.0	37.0	37.7	37.6	38.3	40.7	41.9	44.6	47.0	49.2	51.9	53.9	55.2	56.2
(See Def. 1) WK 2	36.7	37.8	39.2	39.9	41.3	41.6	41.9	42.8	44.7	46.9	49.5	52.5	55.2	56.4	57.4	58.7

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-29 (1) "NCAA BASKETBALL-NATIONAL(B)", NBC, (3:32-3:54PM), FOR REMAINING RATINGS, SEE OP PAGES.

DAY SAT. JAN 13, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 7, 1979

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																						
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)														2,760 3.7							
	ABC TV														Kids Are People Too I (SUS.)		Kids Are People Too II					
	AVERAGE AUDIENCE (Households (000) & %)														2,460 3.3							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %														1.2 3.3		3.2					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)														970 1.3		1,340 1.8					
	CBS TV														What's New, Mister Magoo? (OP)		Clue Club (OP)		Lamp Unto My Feet (SUS.)		Look Up And Live (SUS.)	
	AVERAGE AUDIENCE (Households (000) & %)														890 1.2		1,040 1.4					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %														9 1.0		8 1.3		1.3 1.5			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																					
	ABC TV																					
	AVERAGE AUDIENCE (Households (000) & %)																					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																					
W E E K 4	TOTAL AUDIENCE (Households (000) & %)																		3,650 4.9			
	ABC TV																Kids Are People Too I (SUS.)		Kids Are People Too II			
	AVERAGE AUDIENCE (Households (000) & %)																3,200 4.3					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																1.8 4.2		4.4			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)														1,120 1.5		1,860 2.5					
	CBS TV														What's New, Mister Magoo? (OP)		Clue Club (OP)		Lamp Unto My Feet (SUS.)		Look Up And Live (SUS.)	
	AVERAGE AUDIENCE (Households (000) & %)														1,040 1.4		1,340 1.8					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %														9 1.3		9 1.4		1.5 2.1			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																					
	NBC TV																					
	AVERAGE AUDIENCE (Households (000) & %)																					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																					
TV HOUSEHOLDS USING TV WK 1																						
(See Def. 1)																						
WK 2																						
	2.8	3.3	3.9	5.0	6.2	8.4	10.1	11.4	13.8	16.6	19.0	21.3	24.5	26.4	27.2	28.8						
	3.4	3.7	4.6	6.1	7.9	9.6	11.5	13.9	16.1	18.0	20.2	22.1	23.9	24.2	23.9	24.9						

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section; Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 7, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,870 5.2		2,240 3.0		2,910 3.9													
	ABC TV	Kids Are People Too III		Animals, Animals, Animals ^(OP)		Issues And Answers		Directions (SUS.)											
	AVERAGE AUDIENCE (Households (000) & %)	2,910 3.9		1,860 2.5		2,310 3.1													
	SHARE OF AUDIENCE %	13		8		10													
	AVG. AUD. BY ¼ HR. %	3.8		4.1		2.3		2.6		3.1		3.0							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,730 5.0															
	CBS TV	Camera Three (SUS.)		Face the Nation															
	AVERAGE AUDIENCE (Households (000) & %)			2,760 3.7															
	SHARE OF AUDIENCE %			12															
	AVG. AUD. BY ¼ HR. %			3.4		4.1													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,350 4.5		10,430 14.0		36,130 48.5									
	NBC TV					Meet the Press		NFL '78 — NBC (12:30-1:00PM)		NFL Championship Game - NBC "HOUSTON VS. PITTSBURGH" (1:00-4:15PM)									
	AVERAGE AUDIENCE (Households (000) & %)					2,530 3.4		7,820 10.5		24,290 32.6	25.6*		32.0*		34.2*		34.5*		
	SHARE OF AUDIENCE %					13		33		63	60 *		64 *		65 *		64 *		
	AVG. AUD. BY ¼ HR. %					3.4		3.5		8.4	12.7	23.2	28.1	31.4	32.7	34.0	34.5	35.5	33.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,540 6.1		3,730 5.0		3,200 4.3								13,260 17.8					
	ABC TV	Kids Are People Too III		Animals, Animals, Animals ^(OP)		Issues And Answers		Directions (SUS.)						Superstars					
	AVERAGE AUDIENCE (Households (000) & %)	3,650 4.9		3,280 4.4		2,680 3.6								8,490 11.4					
	SHARE OF AUDIENCE %	18		16		13								28					
	AVG. AUD. BY ¼ HR. %	4.7		5.0		4.4		4.3		3.5		3.7		8.1					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,280 4.4						6,110 8.2				11,700 15.7					
	CBS TV	Camera Three (SUS.)		Face the Nation						Challenge of the Sexes				NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:04PM)					
	AVERAGE AUDIENCE (Households (000) & %)			2,610 3.5						4,100 5.5	5.2*		4,320 5.8		5.7*		4.8*		
	SHARE OF AUDIENCE %			13						17	16 *		13		14 *		11 *		
	AVG. AUD. BY ¼ HR. %			3.5		3.5				4.6	5.7	6.1	6.3	5.9	5.6	5.0	4.7		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,430 4.6					10,730 14.4								
	NBC TV					Meet the Press					NCAA Basketball - National 2 "ARKANSAS VS. NORTH CAROLINA" (1:00-3:04PM)								
	AVERAGE AUDIENCE (Households (000) & %)					2,760 3.7					5,290 7.1	6.2*		7.3*		7.1*		7.9*	
	SHARE OF AUDIENCE %					15					20	19 *		22 *		19 *		20 *	
	AVG. AUD. BY ¼ HR. %					3.6	3.7				6.0	6.3	7.0	7.5	7.1	7.1	7.8	8.0	
TV HOUSEHOLDS USING TV		WK 1	30.3	31.1	30.3	31.2	30.9	32.1	33.6	37.5	42.4	46.2	49.4	51.4	52.8	53.5	54.8	55.0	
(See Def. 1)		WK 2	26.5	27.7	28.1	28.3	27.1	27.6	28.8	32.2	34.9	36.4	36.6	37.4	38.5	41.1	42.0	42.0	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

TV HOUSEHOLDS USING TV WKT

(4) "NBC NIGHTLY NEWS-SUN.," NBC, (6:45-7:00PM)

(QP) See Other Programs Section, Page A-34

DAY SUN. JAN. 14, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV/CBS-TV AUDIENCE ESTIMATES																
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			
EVENING MONDAY																
	ABC	11.30-12.35AM	POLICE STORY-MON.	11.30	7,820	10.5	5,660	7.6	23	7.8	7,080	9.5	5,070	6.8	24	7.7
		11.30-12.34AM		11.45				7.8*	20*	7.8				7.3*	23*	6.9
				12.00						7.5						6.6
				12.15				7.5*	26*	7.5				6.5*	25*	6.4
				12.30						7.3						5.7
	NBC	8.09-11.45PM	ORANGE BOWL GAME(S)	11.00	FOR RTGS SEE PAGE A-2					19.6						
				11.15				19.1*	34*	18.6						
				11.30						19.8						
EVENING TUESDAY																
	ABC	11.30-12.41AM	TUESDAY MOVIE OF THE WEEK	11.30	8,340	11.2	6,260	8.4	28	9.1	7,380	9.9	5,360	7.2	27	8.5
				11.45				9.0*	26*	9.0				8.1*	26*	7.8
				12.00						8.4						7.0
				12.15				8.1*	30*	7.8				6.7*	27*	6.3
				12.30						7.2						5.9
	ABC	12.41- 1.07AM	TUESDAY MOVIE-WEEK PART 2	12.30	5,360	7.2	5,070	6.8	34	7.1	4,400	5.9	4,100	5.5	34	5.9
		12.41- 1.15AM		12.45						6.9						5.6
				1.00						6.3						5.1
EVENING WEDNESDAY																
	ABC	11.30-12.36AM	POLICE WOMAN	11.30	7,080	9.5	5,220	7.0	24	7.5	8,940	12.0	5,960	8.0	29	9.3
		11.30-12.37AM		11.45				7.4*	22*	7.2				9.0*	28*	8.7
				12.00						6.9						7.8
				12.15				6.8*	26*	6.8				7.5*	30*	7.2
				12.30						6.0						6.4
	ABC	12.36- 1.30AM	SWAT-WED	12.30	4,100	5.5	3,350	4.5	26	4.8	3,500	4.7	2,910	3.9	23	4.0
		12.37- 1.24AM		12.45				4.7*	24*	4.6				3.9*	21*	3.8
				1.00						4.6						3.8
				1.15				4.3*	28*	4.1				3.8*	26*	3.9
	CBS	11.30-12.00MD	YOUR TURN: LTRS-CBS NEWS(S)	11.30							6,560	8.8	5,070	6.8	21	7.2
				11.45												6.3
EVENING THURSDAY																
	ABC	11.30-12.37AM	STARSKY AND HUTCH-11:30	11.30	9,310	12.5	6,850	9.2	30	9.6	8,420	11.3	6,030	8.1	28	8.7
				11.45				9.4*	26*	9.3				8.3*	25*	7.9
				12.00						9.7						8.4
				12.15				9.5*	34*	9.3				8.2*	31*	8.0
				12.30						7.3						6.8
	ABC	12.37- 1.17AM	MANNIX-THURS.	12.30							4,400	5.9	3,870	5.2	29	5.5
				12.45										5.4*	28*	5.4
				1.00												4.9
				1.15												4.9
	ABC	12.37- 1.19AM	SWAT-THUR	12.30	5,290	7.1	4,540	6.1	34	6.1						
				12.45				6.1*	31*	6.1						
				1.00						6.1						
				1.15						5.9						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES																
				WEEK 1				WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING FRIDAY																
ABC	11.30-12.34AM	BARETTA-11:30PM		11.30	7,000	9.4	5,140	6.9	18	7.4	7,230	9.7	4,920	6.6	18	7.6
	11.30-12.35AM			11.45				7.3*	18*	7.1				7.0*	17*	6.4
				12.00						6.9						6.3
				12.15				6.7*	19*	6.4				6.3*	18*	6.4
				12.30						5.4						6.0
NBC	1.00- 2.30AM	MIDNIGHT SPECIAL		1.00	5,360	7.2	2,680	3.6	22	5.0	5,960	8.0	2,980	4.0	24	5.6
				1.15				4.7*	22*	4.4				5.4*	25*	5.2
				1.30						4.0						3.9
				1.45				3.9*	24*	3.7				3.8*	23*	3.7
				2.00						2.7						3.1
				2.15				2.4*	19*	2.1				2.9*	23*	2.8
EVENING SATURDAY																
ABC	9.58- 9.59PM	ABC NEWSBRIEF SAT.		9.45	18,400	24.7	18,400	24.7	40	24.7	14,830	19.9	14,830	19.9	30	19.9
ABC	11.00-11.15PM	ABC WEEKEND REPORT-SAT.		11.00	7,230	9.7	7,080	9.5	17	9.5	6,330	8.5	6,110	8.2	15	8.2
CBS	8.56- 8.57PM	NEWSBREAK-SAT.		8.45	9,010	12.1	9,010	12.1	20	12.1	12,670	17.0	11,250	15.1	23	15.1
	8.57- 8.59PM															
NBC	8.58- 8.59PM	NBC NEWS UPDATE SAT.		8.45	13,480	18.1	13,480	18.1	29	18.1	16,170	21.7	16,170	21.7	33	21.7
NBC	9.00-11.11PM	NBC SATURDAY NIGHT MOVIES(S)		11.00	FOR RTGS SEE PAGE A-12					21.8						
NBC	11.42- 1.03AM	SATURDAY NIGHT		11.30	14,160	19.0	9,830	13.2	39	15.7	15,350	20.6	10,580	14.2	38	15.4
	11.30-12.48AM			11.45						14.3				15.4*	37*	15.4
				12.00						13.6						15.2
				12.15				13.5*	39*	13.3				14.3*	40*	13.3
				12.30						13.0						12.3
				12.45				12.4*	41*	11.7						11.7
				1.00						10.4						
EVENING SUNDAY																
ABC	8.58- 8.59PM	ABC NEWSBRIEF-SUN.		8.45	11,400	15.3	11,400	15.3	21	15.3	17,280	23.2	17,280	23.2	32	23.2
ABC	9.00-11.26PM	ABC SUNDAY NIGHT MOVIE		11.15	FOR RTGS SEE PAGE A-14					21.7						
CBS	8.58- 8.59PM	NEWSBREAK SUN.		8.45							17,210	23.1	17,210	23.1	32	23.1
NBC	9.02- 9.03PM	NBC NEWS UPDATE-SUN.		9.00	15,120	20.3	15,120	20.3	28	20.3	13,780	18.5	13,780	18.5	26	18.5
	9.04 9.05PM															
NBC	11.30- 1.35AM	NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16					2.8	FOR RTGS SEE PAGE A-17			2.2*	11*	2.3
	11.30- 1.31AM			1.00						2.5				2.1*	14*	2.2
				1.15				2.5*	19*	2.5						2.0
				1.30						2.1						1.8
EVENING MONDAY-FRIDAY																
ABC	9.58 9.59PM	ABC NEWSBRIEF-M F	M-F	8.45	14,230	19.1	14,230	19.1	28	16.9	14,530	19.5	14,160	19.0	29	16.9
				9.45						20.6						20.5
CBS	8.58- 8.59PM	NEWSBREAK M F	M-F	8.45	14,300	19.2	14,300	19.2	28	19.2	13,480	18.1	13,110	17.6	26	15.7
	CONT'D															

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																
DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1					WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	
EVENING MONDAY-FRIDAY CONT'D																
CBS	8.58- 8.59PM	NEWSBREAK-M-F-CONT'D		9.15											21.3	
CBS	12.42- 1.25AM	LATE MOVIE II	M-F	12.00	4,990	6.7	3,950	5.3	27	6.9	4,320	5.8	3,500	4.7	26	6.8
	12.42- 1.18AM			12.15				6.0*	22*	5.5				6.2*	24*	5.9
				12.30						5.7						5.5
				12.45				4.8*	24*	5.4				5.5*	28*	4.7
				1.00						5.2						4.3
				1.15				5.1*	29*	5.1				4.2*	23*	4.0
				1.30										4.2*	36*	4.6
				1.45												4.0
NBC	8.58- 8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45	11,180	15.0	12,220	16.4	24	13.8	11,700	15.7	11,700	15.7	23	14.6
				9.00						9.3						19.8
				9.15												
				10.00						23.9						
NBC	12.15- 1.34AM	TONIGHT SHOW	M-F	1.00	FOR RTGS SEE PAGE A-16					4.2						
				1.15				3.8*	22*	3.4						
				1.30						3.1						
NBC	1.00- 1.45AM	TOMORROW SHOW	M-TH	1.45	FOR RTGS SEE PAGE A-16					1.9						
				2.00						1.7						
				2.15				1.6*	15*	1.5						
DAY MONDAY-FRIDAY																
ABC	2.00- 5.34PM	SUGAR BOWL GAME(S)	MON.	2.00	29,350	39.4	16,170	21.7	40	16.8						
				2.15				17.9*	34*	19.0						
				2.30						20.4						
				2.45				20.9*	39*	21.5						
				3.00						22.1						
				3.15				22.0*	41*	21.8						
				3.30						17.7						
				3.45				20.4*	38*	23.1						
				4.00						25.8						
				4.15				25.5*	47*	25.3						
				4.30						24.9						
				4.45				24.8*	46*	24.7						
				5.00						25.2						
				5.15				21.9*	39*	18.7						
				5.30						11.5						
ABC	4.30- 5.30PM	ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30							8,790	11.8	6,180	8.3	21	7.8
				4.45										7.9*	21*	7.9
				5.00												8.6
				5.15										8.7*	21*	8.7
CBS	10.00-11.30AM	COTTON BOWL PARADE(S)	MON.	10.00	21,160	28.4	12,590	16.9	42	10.5						
				10.15				12.0*	36*	13.6						
				10.30						16.9						
				10.45				17.6*	43*	18.3						
				11.00						20.9						
				11.15				21.1*	46*	21.3						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																
DAY NETWORK TIME (N.Y.T.) PROGRAM					WEEK 1					WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)		%	HOUSEHOLDS (000)	SHARE %			
DAY MONDAY-FRIDAY CONT'D																
CBS	10.30-11.30AM	MAGAZINE(S)	THU.	10.30	7,820	10.5	4,840	6.5	30	6.2						
				10.45				6.2*	29*	6.3						
				11.00						6.7						
				11.15				6.8*	30*	6.8						
CBS	11.30- 2.00PM	ROSE BOWL PARADE-CBS(S)	MON.	11.30	27,270	36.6	16,690	22.4	45	21.5						
				11.45				21.8*	48*	22.1						
				12.00						23.1						
				12.15				23.3*	47*	23.6						
				12.30						22.9						
				12.45				22.8*	46*	22.7						
				1.00						22.5						
				1.15				22.3*	44*	22.2						
				1.30						22.1						
				1.45				21.8*	41*	21.5						
CBS	11.54-12.00NN	CBS MID-DAY NEWS-EDWARDS	TU-F M-F	11.45	5,220	7.0	4,620	6.2	23	6.2	5,290	7.1	4,470	6.0	23	6.0
CBS	2.00- 5.53PM	COTTON BOWL GAME(S)	MON.	2.00	29,350	39.4	9,310	12.5	23	16.8						
				2.15				15.9*	30*	15.0						
				2.30						14.4						
				2.45				14.2*	26*	14.0						
				3.00						13.6						
				3.15				14.2*	26*	14.7						
				3.30						18.5						
				3.45				15.4*	28*	12.2						
				4.00						9.3						
				4.15				9.5*	17*	9.6						
				4.30						10.2						
				4.45				9.1*	17*	8.0						
				5.00						7.1						
				5.15				8.3*	15*	9.6						
				5.30						13.6						
				5.45				13.9*	24*	14.7						
NBC	11.30- 2.00PM	TOURNAMENT-ROSES PARADE(S)	MON.	11.30	18,550	24.9	9,160	12.3	25	10.2						
				11.45				10.0*	22*	9.8						
				12.00						11.4						
				12.15				11.5*	23*	11.7						
				12.30						12.9						
				12.45				13.1*	26*	13.3						
				1.00						13.4						
				1.15				13.5*	27*	13.7						
				1.30						13.9						
				1.45				13.6*	26*	13.2						
NBC	12.00- 1.00PM	CONVERSATION-BETTY FORD(S)	FRI.	12.00	5,890	7.9	3,500	4.7	17	4.1						
				12.15				4.0*	15*	3.9						
				12.30						5.3						
				12.45				5.4*	19*	5.5						
NBC	1.30- 2.30PM	DAYS OF OUR LIVES	M-F	2.30						7.9						
				2.45												
NBC	4.30- 4.45PM	ROSE BOWL FOOTBALL PRE(S)	MON.	4.30	7,300	9.8	7,300	8.2*	16*	8.4						
								9.8	18	9.8						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM					QUARTER HOUR	WEEK 1				WEEK 2							
						TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
						HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			
DAY MONDAY-FRIDAY CONT'D																	
NBC	4.45-	8.09PM	ROSE BOWL GAME(S)	MON.	4.45	33,750	45.3	17,360	23.3	37	11.2						
					5.00						12.7						
					5.15				14.8*	26*	16.9						
					5.30						22.6						
					5.45				24.0*	41*	25.4						
					6.00						28.1						
					6.15				27.1*	44*	26.0						
					6.30						24.2						
					6.45				24.2*	37*	24.3						
					7.00						26.1						
					7.15				26.5*	40*	26.9						
					7.30						27.7						
					7.45				27.9*	41*	28.2						
					8.00						26.7						
DAY SATURDAY																	
ABC	8.26-	8.30AM	SCHOOLHOUSE ROCK-8.26AM		8.15	2,530	3.4	2,310	3.1	27	3.1	2,980	4.0	2,760	3.7	32	3.7
ABC	9.26-	9.30AM	SCHOOLHOUSE ROCK-9.26AM		9.15	5,140	6.9	4,620	6.2	26	6.2	5,510	7.4	4,990	6.7	27	6.7
ABC	10.56-	10.59AM	SCHOOLHOUSE ROCK-10.56AM		10.45	5,360	7.2	5,140	6.9	25	6.9	5,960	8.0	5,660	7.6	26	7.6
ABC	11.26-	11.29AM	SCHOOLHOUSE ROCK-11.26AM		11.15	6,110	8.2	5,810	7.8	28	7.8	6,180	8.3	5,810	7.8	29	7.8
ABC	11.56-	11.59AM	SCHOOLHOUSE ROCK-11.56AM		11.45	5,660	7.6	5,220	7.0	23	7.0	6,930	9.3	6,560	8.8	29	8.8
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM		8.15	3,130	4.2	2,980	4.0	32	4.0	3,500	4.7	3,200	4.3	34	4.3
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM		8.45	4,690	6.3	4,100	5.5	30	5.5	4,920	6.6	4,320	5.8	30	5.8
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM		9.15	6,780	9.1	6,710	9.0	39	9.0	6,930	9.3	6,560	8.8	37	8.8
CBS	9.59-	10.02AM	IN THE NEWS- 9.59AM		9.45	8,270	11.1	7,900	10.6	40	10.8	8,640	11.6	8,270	11.1	41	10.8
					10.00						10.5						11.3
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM		10.15	9,090	12.2	7,820	10.5	39	10.5	8,270	11.1	7,750	10.4	36	10.4
CBS	11.33-	11.36AM	IN THE NEWS-11.33AM		11.30	7,380	9.9	6,930	9.3	31	9.3	7,150	9.6	6,850	9.2	31	9.2
CBS	11.56-	11.59AM	IN THE NEWS-11.56AM		11.45	8,050	10.8	7,670	10.3	34	10.3	6,930	9.3	6,410	8.6	28	8.6
CBS	12.26-	12.29PM	IN THE NEWS-12.26PM		12.15	5,070	6.8	4,620	6.2	19	6.2	5,660	7.6	5,220	7.0	22	7.0
CBS	12.56-	12.59PM	IN THE NEWS-12.56PM		12.45	6,410	8.6	5,960	8.0	25	8.0	7,000	9.4	6,710	9.0	28	9.0
CBS	1.26-	1.29PM	IN THE NEWS- 1.26PM		1.15	4,620	6.2	4,170	5.6	16	5.6	4,540	6.1	4,100	5.5	17	5.5
NBC	10.27-	10.29AM	METRIC MARVELS-10:27AM		10.15	4,400	5.9	4,100	5.5	21	5.5	4,920	6.6	4,540	6.1	22	6.1
NBC	10.57-	10.59AM	METRIC MARVELS-10:57AM		10.45	5,510	7.4	5,440	7.3	26	7.3	5,070	6.8	4,920	6.6	22	6.6
NBC	11.57-	11.59AM	METRIC MARVELS-11:57AM		11.45	3,730	5.0	3,580	4.8	16	4.8	4,250	5.7	4,250	5.7	19	5.7
NBC	3.32-	3.54PM	NCAA BASKETBALL-NAT'L(B)		3.45						3.2						
						FOR RTGS SEE PAGE A-28											
DAY SUNDAY																	
ABC	11.55-	11.59AM	SCHOOLHOUSE ROCK-11.55AM		11.45	2,160	2.9	2,010	2.7	9	2.7	3,430	4.6	3,430	4.6	16	4.6
ABC	3.15-	4.32PM	INT'L CHAMPIONSHIP BOXING		4.30												14.7
											FOR RTGS SEE PAGE A-35						
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM-SUN.		9.15	970	1.3	890	1.2	8	1.2	1,190	1.6	1,120	1.5	9	1.5
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM-SUN.		9.45	1,340	1.8	1,190	1.6	8	1.6	1,710	2.3	1,640	2.2	10	2.2

